A Comprehensive Evaluation Of Outdoor Advertising For Eight Cigarette Brands

2047174765

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A Comprehensive Evaluation Of Outdoor Advertising For Eight Cigarette Brands

Prepared For:
Philip Morris, Incorporated

Prepared By:
Perception Research Services, Inc.

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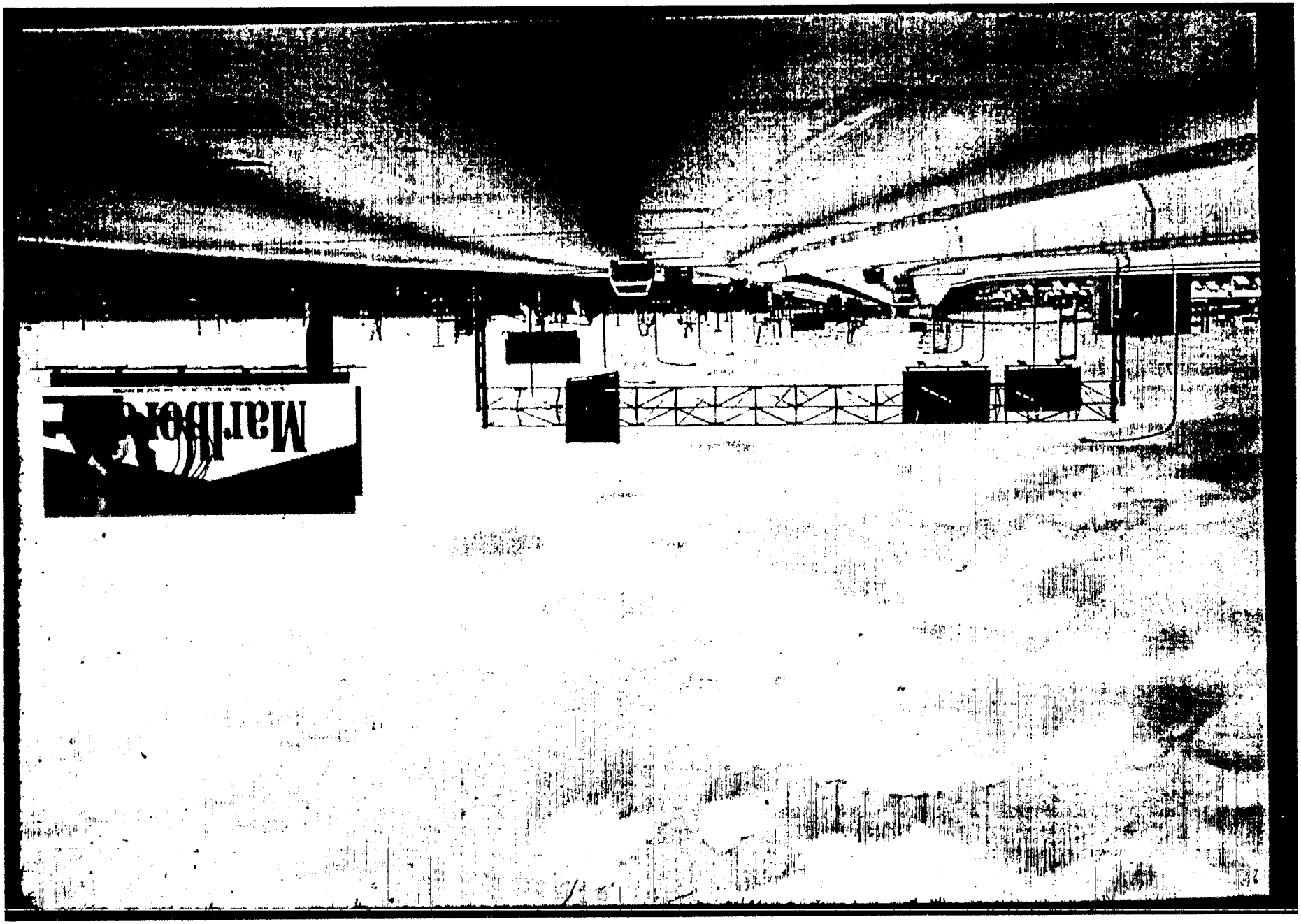

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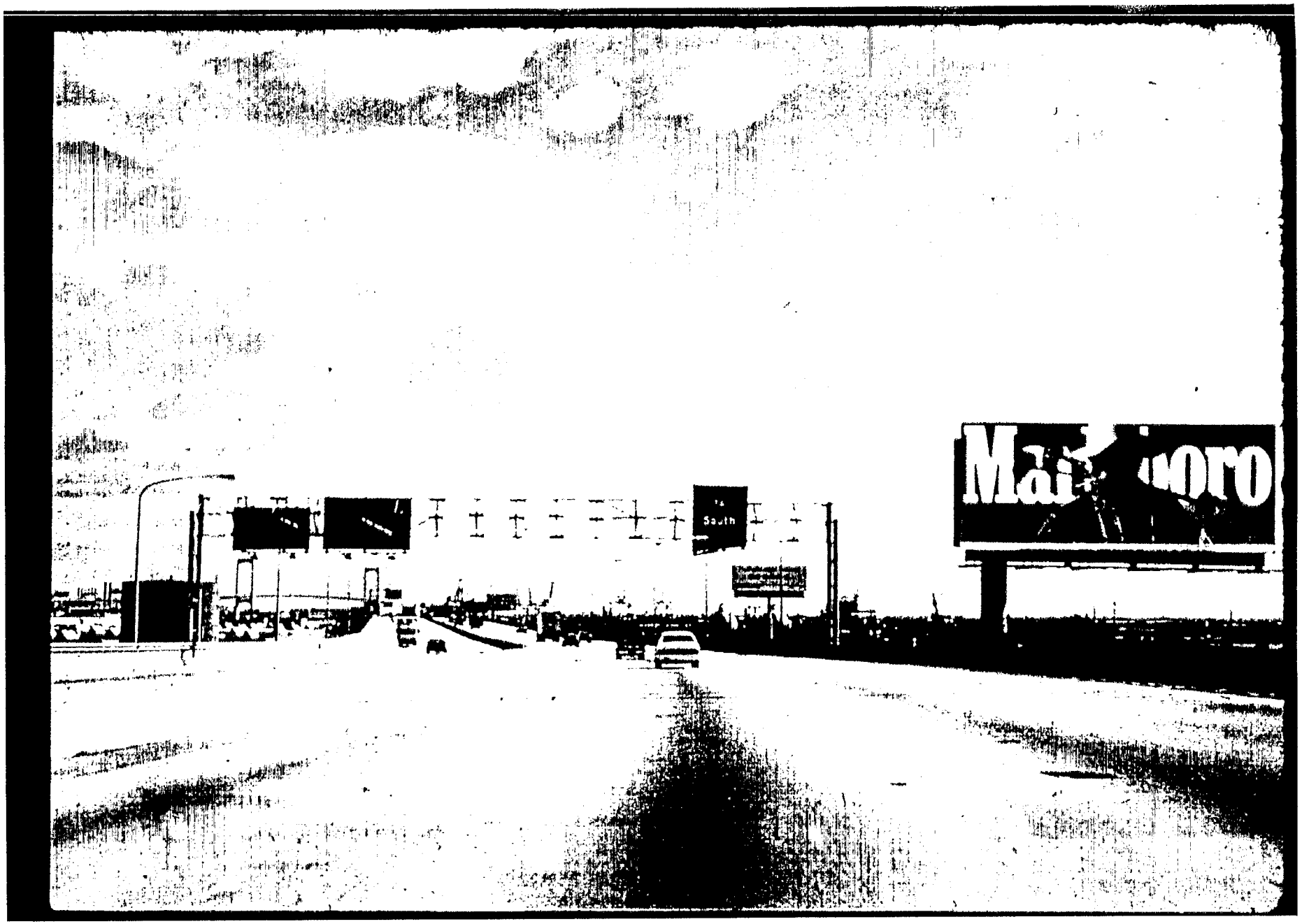

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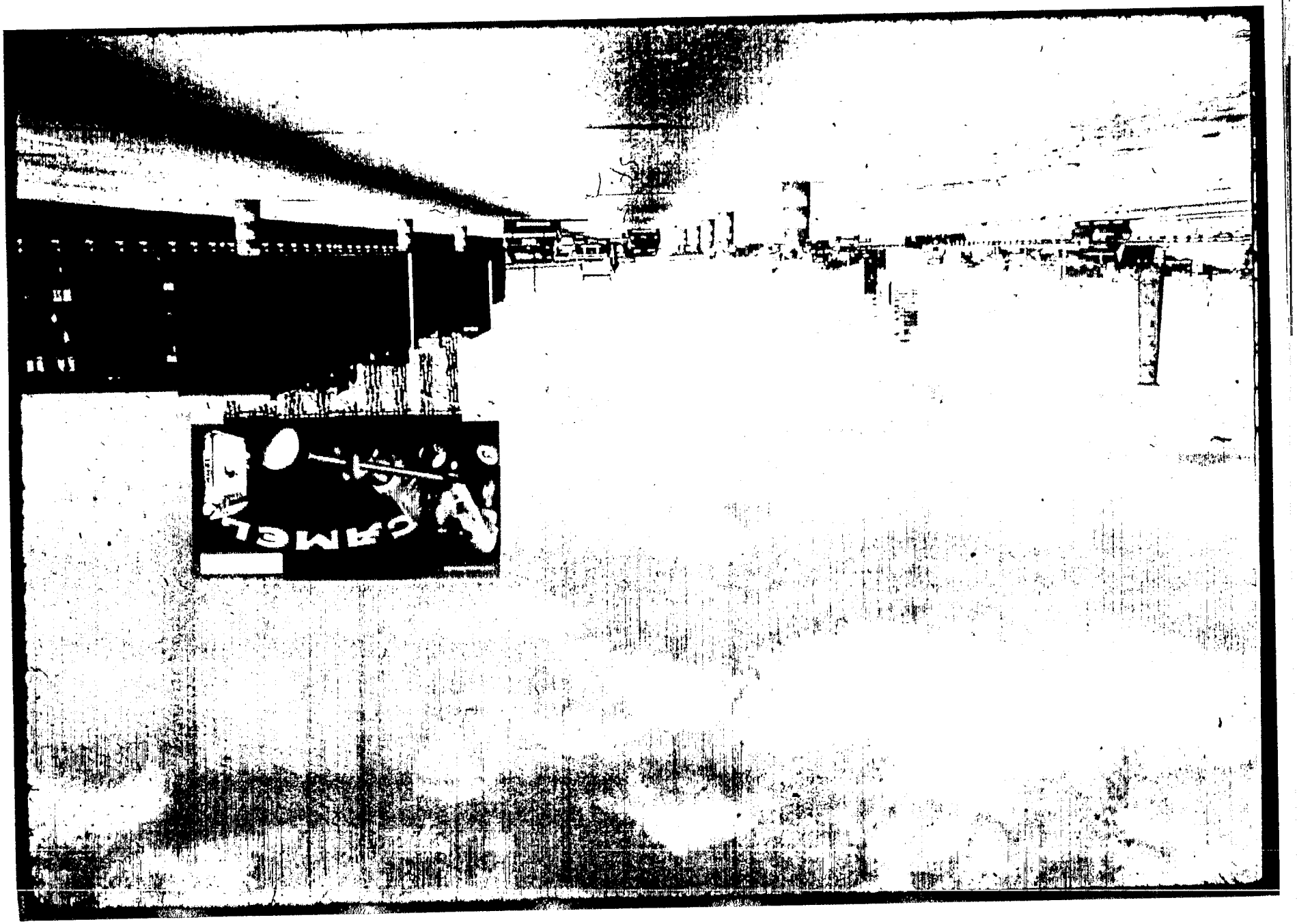

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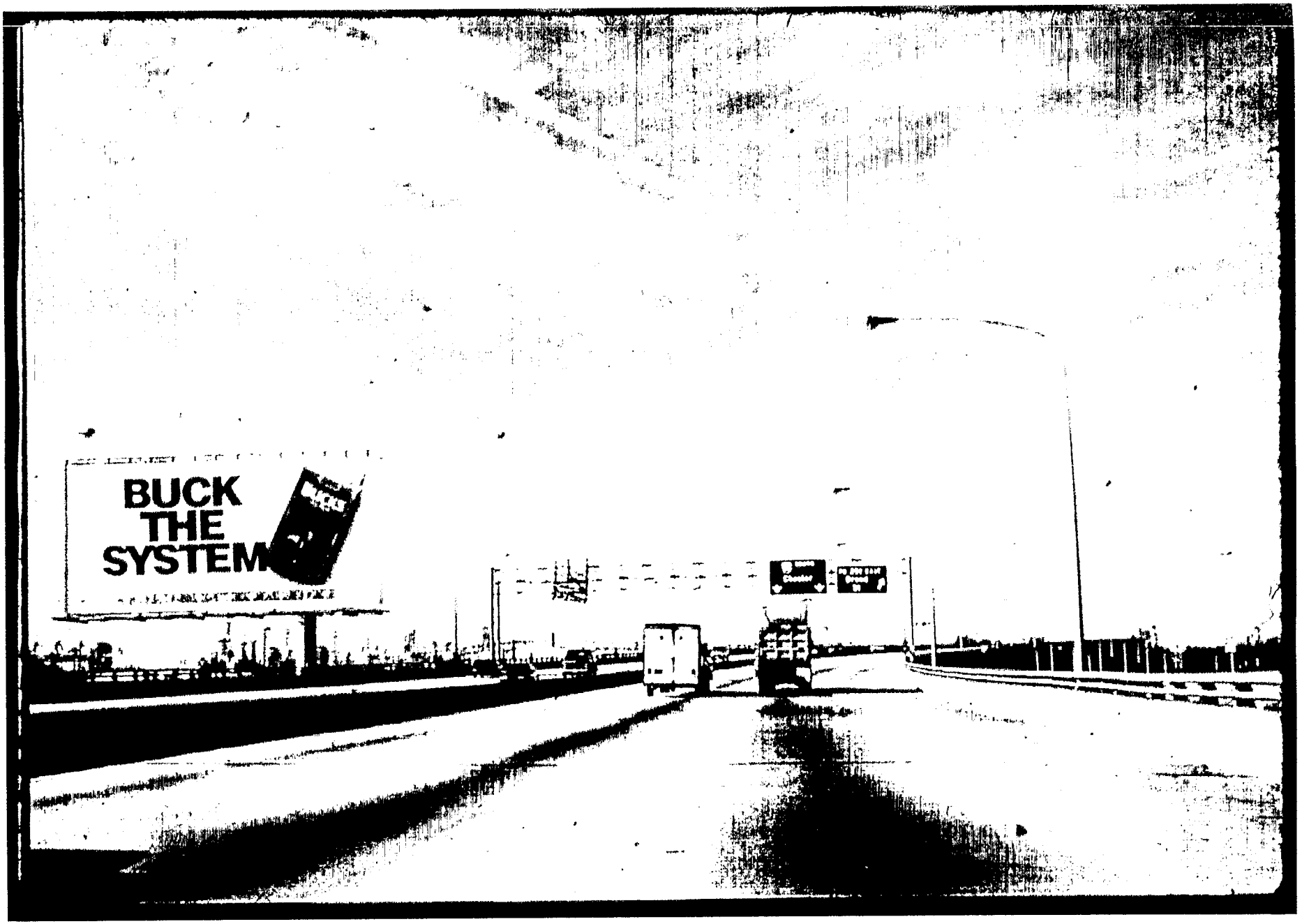

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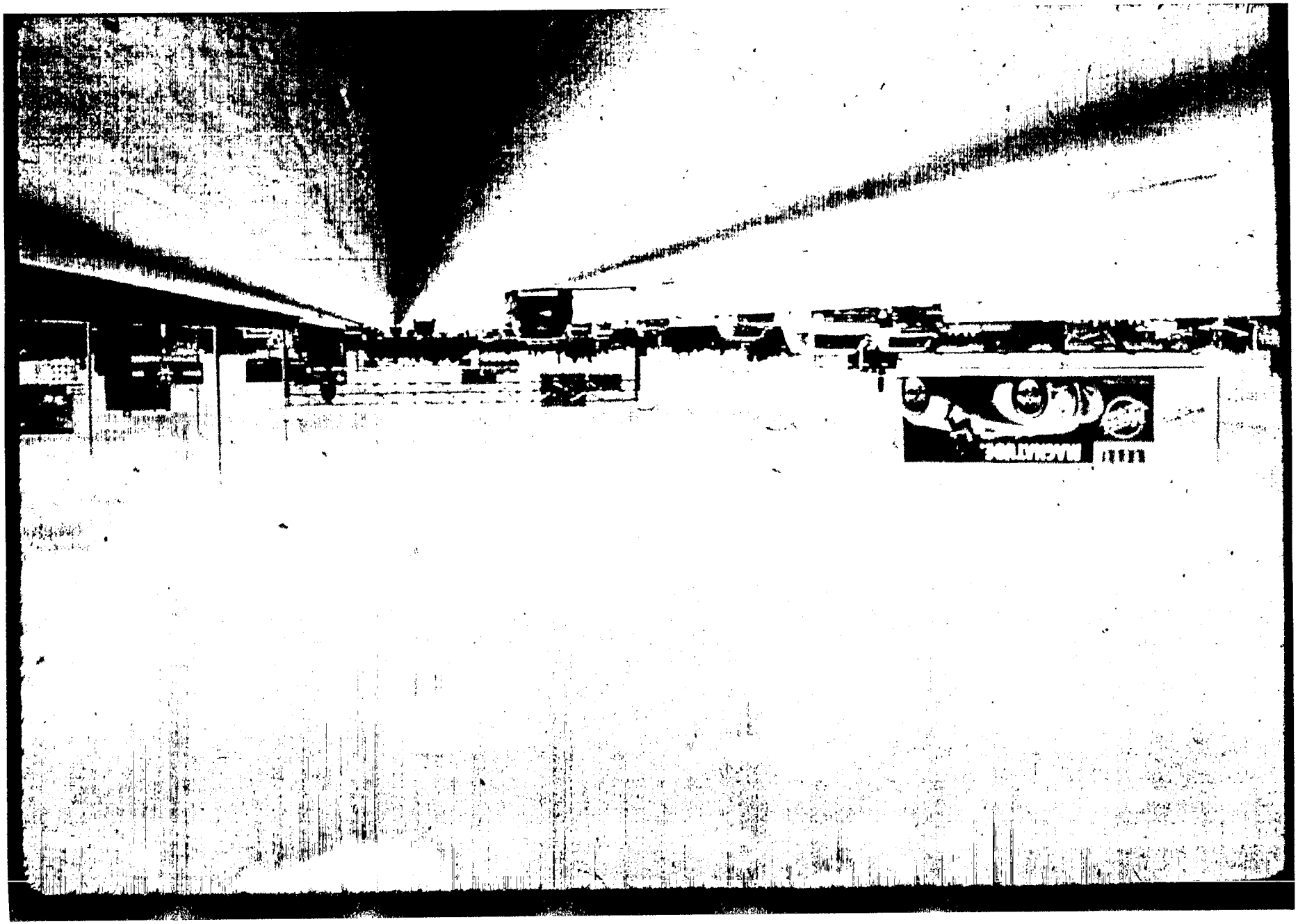

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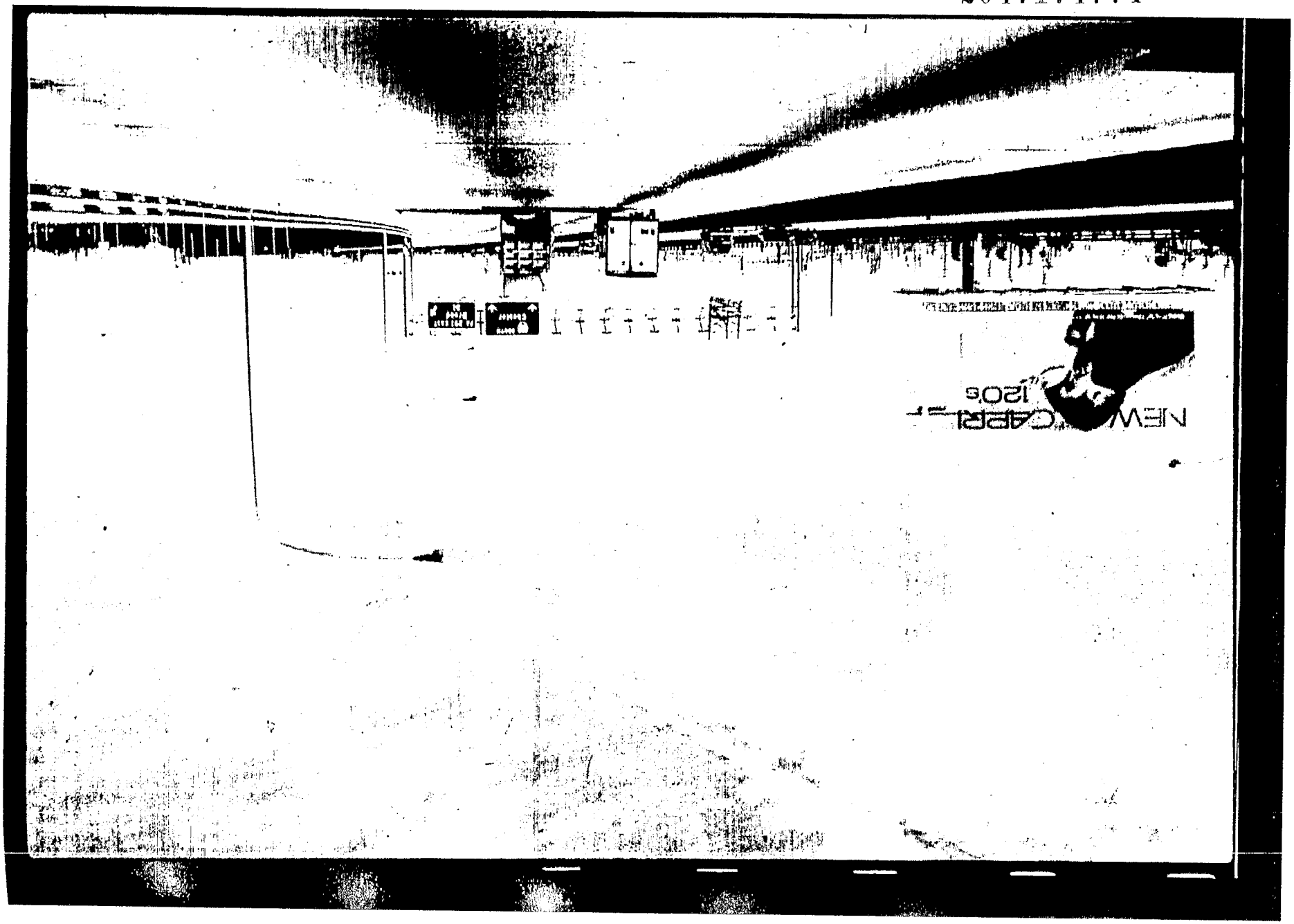

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Introduction

Background and Purpose

Philip Morris USA, wishes to ascertain the strengths and weaknesses of outdoor advertising for eight (8) of its cigarette brands. Accordingly, Philip Morris has commissioned Perception Research Services to establish and maintain a permanent outdoor study exclusively for Philip Morris. Currently, nine (9) outdoor boards have been submitted for evaluation.

Generally, it is felt that outdoor boards should possess stopping power, generate readership and high levels of recall, and convey desired brand imagery. More specifically, the boards will be evaluated on the following criteria:

- Stopping Power - Does the board break clutter in its natural highway environment and generate attention to, and readership of, key messages?
- Recall - Does the advertising implant the name of the product on the minds of consumers and develop brand awareness?
- Communication - Is the message from the board quickly conveyed in a clear and believable manner?
- Product Attributes - Does the board establish brand perceptions consistent with marketing strategy?
- Motivation - Does it encourage interest in purchasing the product?

Sample Composition

The total sample consists of 306 target consumers; 153 females and 153 males. All women evaluated the following outdoor boards:

Virginia Slims
Capri
Salem
Marlboro Lights or Marlboro Generic

Whereas, all men evaluated:

Bucks
Magna
Camel
Marlboro Red or Marlboro Generic

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More specifically, the sample consisted of:

- All filter smokers
- All males are non-menthol smokers, 1/3 of the females are menthol smokers and the remaining 2/3 are non-menthol smokers
- Females are 18 - 54 and males are 18 - 35
- All have driven a car within the past month.

Test Dates and Locations

Interviewing was conducted in Boston, Philadelphia, Jacksonville, Houston, Chicago and San Diego during the months of May and June 1991.

Research Procedure

Participants were screened at PRS testing locations to insure they qualified for the study. However, they were not alerted as to the specific nature of the study.

Qualified respondents were seated at the PRS eye tracker and informed they would view a series of scenes they might normally see while riding in an automobile. The trip was composed of 28 slides shown at three-second intervals. Each outdoor board (including the clutter boards) was shown at two distances -

- reduced to 80% magnification
- enlarged to 120% magnification.

The eye tracker documented each consumer's visual experience when viewing the test boards. Specifically, it highlighted the elements of the board which were noted or totally overlooked at each distance.

Unaided recall followed by aided recall of the test boards was elicited. Those remembering any or all of the test boards were asked to describe the boards remembered in detail. The order of detailed recall was rotated among the four (4) test brands.

Respondents were then re-exposed to the four (4) test boards as seen in eye tracking and a verbal interview was conducted. Questioning focused on:

- Opinion of outdoor board
- Degree of personally relating to outdoor board
- Main idea of outdoor board.

The interview concluded with a series of usage and demographic questions. A copy of the questionnaire designed for this study appears in the appendix.

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Outdoor Advertising General Findings

- Cigarette outdoor boards are generating higher levels of attention than boards for all other categories:

	Cigarette Boards	All Boards	Difference
Noting from a distance	91%	76%	+15
Noting from close-up	95	72	+23

- From a distance, boards positioned on the right side of a highway receive far higher levels of attention than boards on the left:

% Noting	All Boards
Distant right side	85%
Distant left side	58
Difference	+27

- Unaided recall of boards on the right or left is virtually identical:

Unaided Recall	
Boards on the right side	36%
Boards on the left side	33
Difference	+ 3

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Summary Page

Attention and Recall Norms*

Cigarette Billboards

	All Brands %	Test Brands %
Attention (As documented by eye tracking)		
Noting Distant	76	91
Distant left	58	85
Distant right	85	99
Noting Close-Up	72	95
Close-up left	75	100
Close-up right	71	90
Unaided Recall	35	54
Boards on left	33	47
Boards on right	36	61

Base - 306 Interviews with male and female smokers.

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Outdoor Boards Viewed By Males

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Summary

Attention To Boards (Distant and Close-up)

	Males
Eye Tracking	
% Noting	
L A Gear	83 Distant 93 Close-up
Bugle Boy	14 40
Camel	100 100
Coor's Light	40 57
Acura	100 92
Magna	75 100
Bacardi Black	99 100
Ford	43 23
Bucks	90 100
US Air	95 49
Delta	85 44
Marlboro Red	100 68
Marlboro Generic NO Packing Reference	98 99
7UP	59 80
Miller	90 100

See it once and don't go back at all

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Key Dimensions - From Verbal Interviewing

Males 18-34

	Marlboro	Marlboro Red	Marlboro Generic	Bucks	Camel	Magna
Recall						
Unaided	84	39	62	52	66	39
Aided	93	84	62	78	84	62
Opinion of Billboard						
Like it very much		30	29	14	56	16
Personal Relevance Of Billboard Message						
Completely/Very Much		32	26	11	36	13

Marlboro and Marlboro Generic

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Overall Findings - Marlboro Red Outdoor Board

- Male Smokers -

The Marlboro Red board shows a distinct ability to draw attention when viewed from a long distance (+24 above the PRS norm). As the driver moves closer to the board, the attention level is slightly below normative standards (-4). The PRS eye tracking shows (as might be expected) that the dominant element on the board is the Marlboro cowboy. Little attention is given to the inverted red "V" at the top. This is consistent whether the board is viewed at a distance or close-up.

The unaided recall of the Marlboro Red board is far lower than recall of Marlboro per se (39% for Red; 68% for Marlboro). On an aided basis, the recall level for Marlboro Red jumps dramatically to 84%. The primary elements recalled from this board are the illustration of the cowboy/Marlboro man, as well as the lasso/tools over his shoulder. The level of recall of the inverted "V" reached 14% (a reflection of limited attention, as documented from the eye tracking).

When smokers were asked their overall opinion of this Marlboro Red board, 30% stated they "like it very much". This figure is far below the level achieved by the competitive Camel board (56%).

When questioned on personal relevance, 32% of the male smokers claimed they completely or very much related to or identified with this board. This figure is comparable to the levels achieved by the Camel execution (36%).

Male smokers felt that the Marlboro Red board communicated the masculinity of the Marlboro product, i.e., a man's cigarette/for rugged, tough, strong men/macho (48%).

In sum, this Marlboro Red board is a strong communicator. It shows an ability to draw drivers' attention at a distance, to zero them in to the Marlboro man, and to communicate "a man's cigarette". One-third of the smokers claimed they related to the board and their overall opinion was overwhelmingly positive. (Top two boxes = 73%)

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Attention

Marlboro Red

	% Noting Board	PRS Norm %	Difference
Distance	100	76	+24
Close-up	68	72	- 4

Visibility of elements on the board (% noting)	Distant %	Close-Up %
Marlboro/Man	100	80
Inverted V (Red)	18	7

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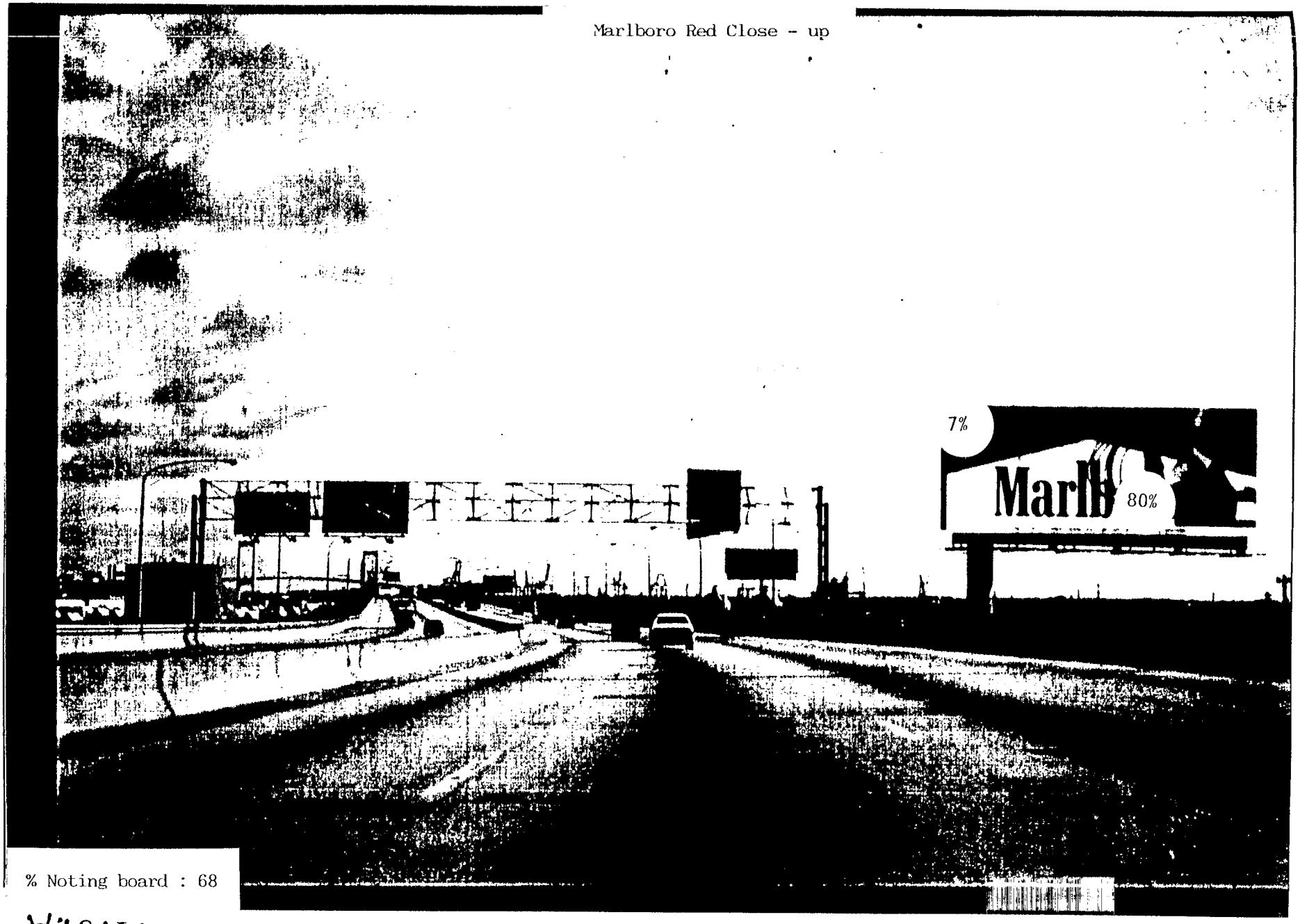
Marlboro Red Close - up



% Noting board : 68

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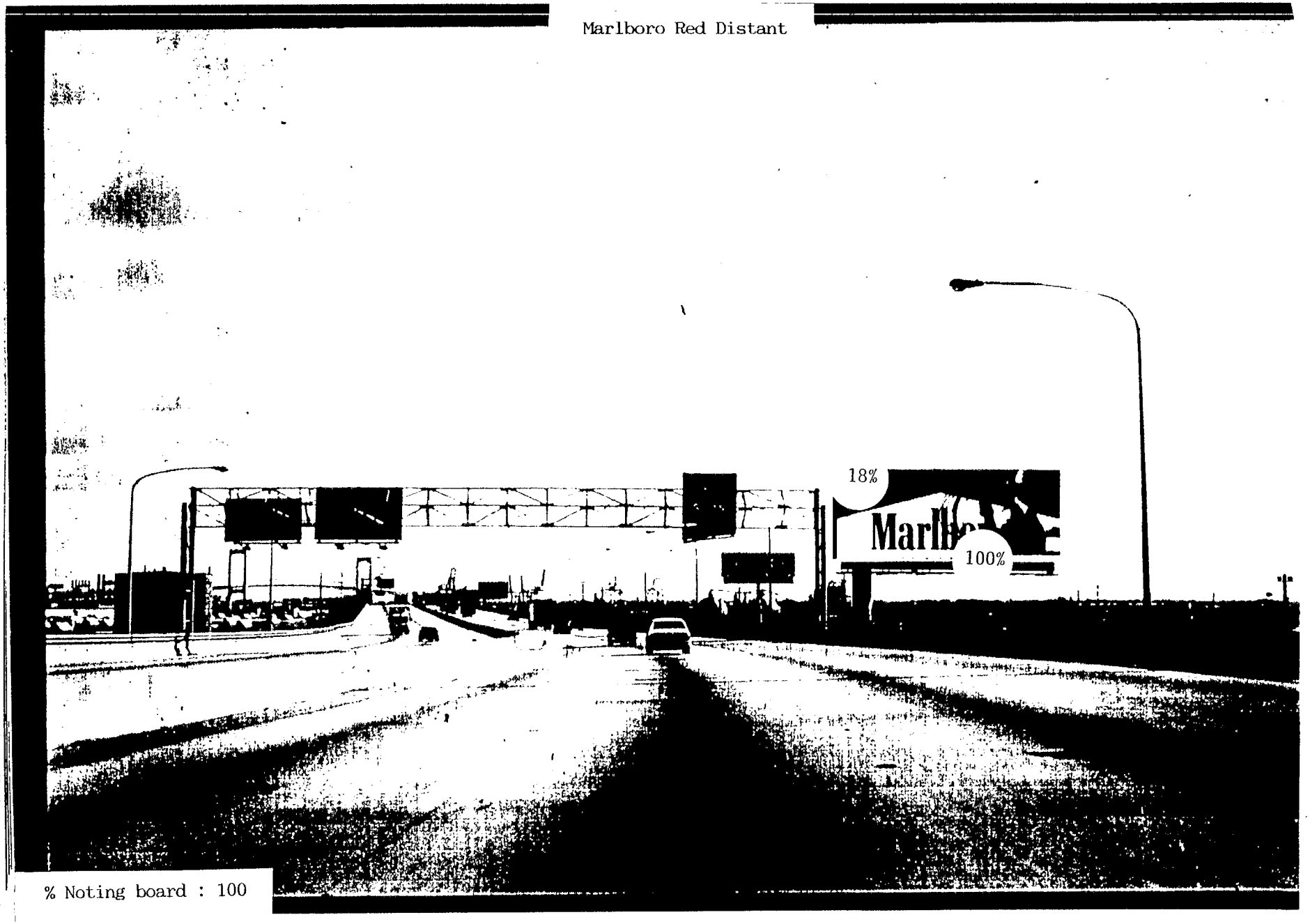
Marlboro Red Distant



% Noting board : 100

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Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Overall Findings - Marlboro Generic Outdoor Board

- Male Smokers -

The Marlboro Generic board is an attention-getter whether viewed at a long distance or close-up. In both instances, the levels of attention generated by this board far exceed the PRS norms (+22 at a distance and +27 close-up). The PRS eye tracking shows that the dominant elements on this board received attention from all of those examining it, i.e., drivers were drawn to the illustration of the Marlboro man and to the word "Marlboro".

The level of unaided recall achieved by the Generic board was 62%. This 62% unaided figure is equal to Camel and much higher than Bucks and Magna.

On an aided recall basis, the level achieved by Marlboro Generic was also 62%, versus the 84% figure achieved by Marlboro Red. As might be expected, the elements most often recalled from this generic execution were the cowboy/Marlboro man (49%) and the color red (21%).

When male smokers were asked their overall opinion of this board, 29% stated that they liked it very much. This figure is comparable to the Marlboro Red performance (30%), but far below that achieved by the competitive Camel board (56%).

When these male smokers were questioned on personal relevance, 26% stated that they completely or very much identified with the board. This figure falls below the level achieved by the Camel execution (36%).

Smokers perceive the main message of this board to be the same as that conveyed by the Marlboro Red unit - a man's cigarette/for rugged, tough, strong men/macho (57%).

In sum, the Marlboro Generic board is extremely effective in drawing drivers to it both at a distance and close-up. The level of aided memorability achieved by this board is below that of the Marlboro Red format. This board reinforces the linkage between Marlboro and masculinity. Overall opinion of the board is favorable, as is the ability of the board to relate to these male target smokers.

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Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Attention

Marlboro Generic

	% Noting Board	PRS Norm %	Difference
Distance	98	76	+22
Close-up	99	72	+27

Visibility of elements on the board (% noting)	Distant %	Close-Up %
Man	100	100
Marlboro	100	100

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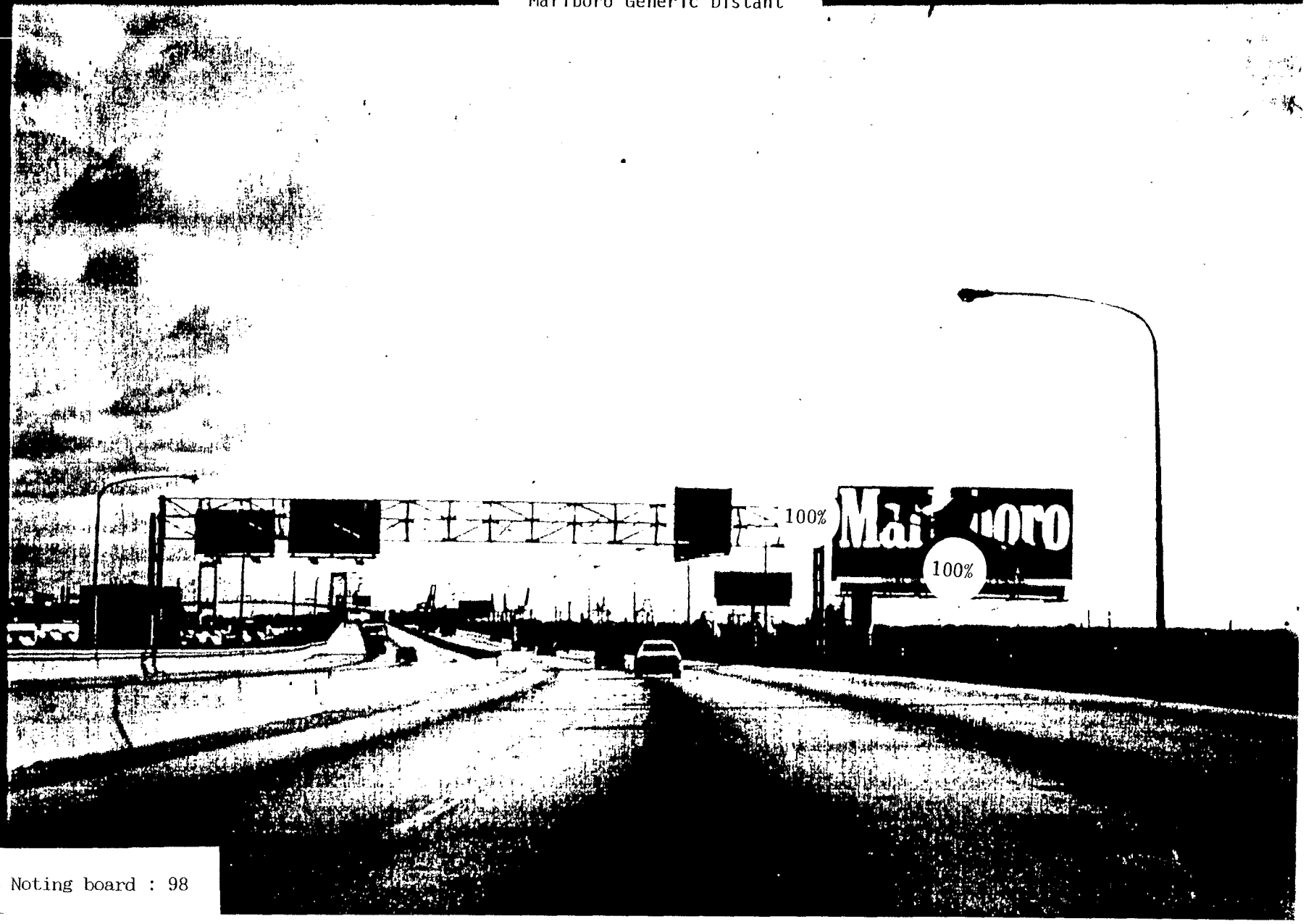
Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Marlboro Generic Distant



% Noting board : 98

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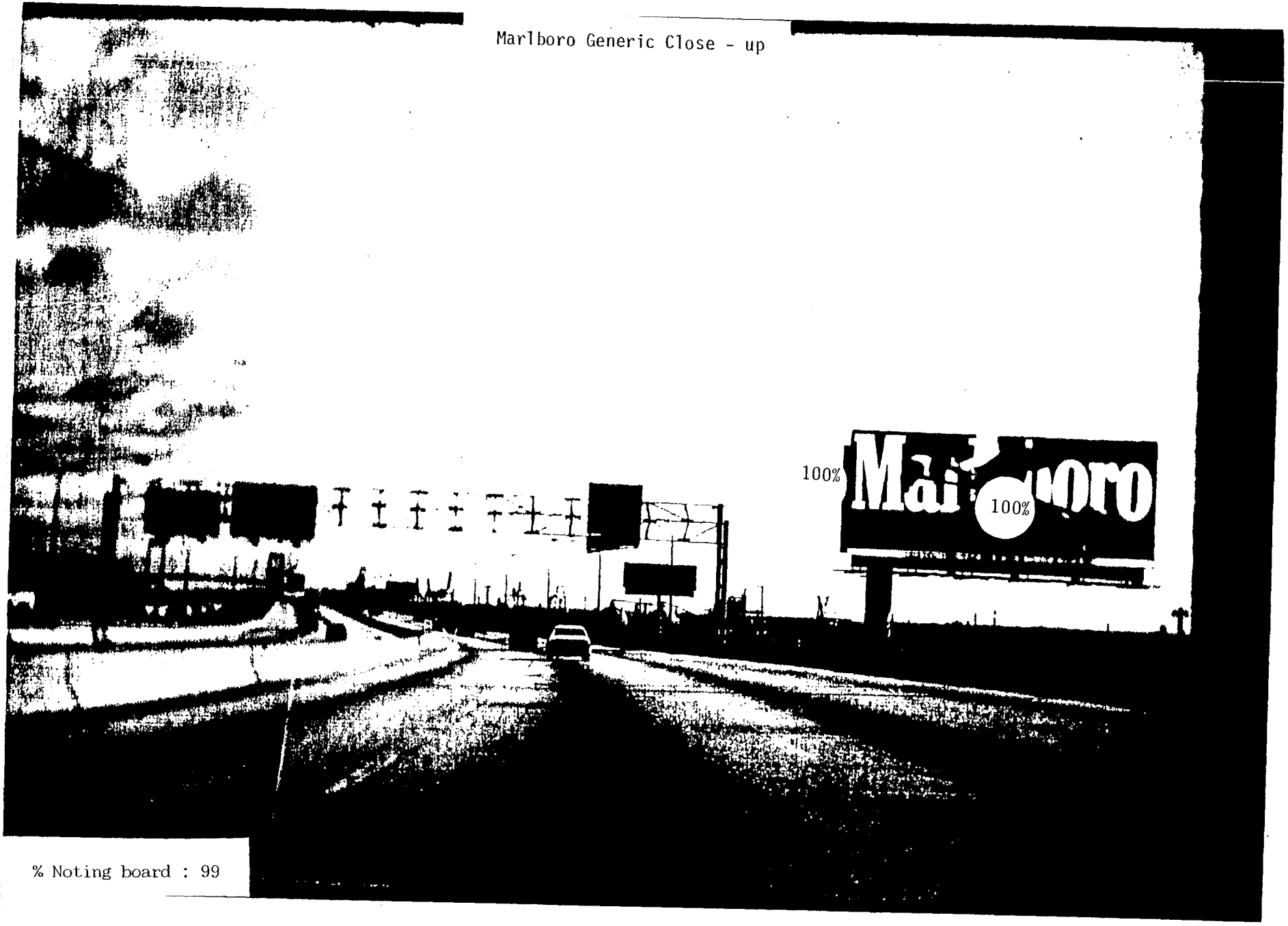
Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Marlboro Generic Close - up



% Noting board : 99

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Unaided Recall

	Males	
	Marlboro Red	Marlboro Generic
Base:	(77)	(76)
	%	%
Marlboro	68	62
Camel	65	66
Bucks	58	46
Miller	49	42
Magna	40	37
Bacardi Black	39	46
Marlboro Red/Regular	39	28
Coors Light	34	33
Delta	23	30
US Air	23	29
L A Gear	22	21
Ford	22	12
Bugle Boy	21	14
Acura	17	14
7UP	16	21
Marlboro Lights	1	7
Marlboro Net	91	76
Test Average	36	34

Q. There were a number of billboards in the slide show you just saw. For each billboard you remember, please tell me the brands or products you remember seeing.

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Aided Recall

	Males	
Base:	Marlboro Red (77) %	Marlboro Generic (76) %
Camel	86	82
Marlboro Red	84	63
Bacardi Black	82	87
Bucks	81	74
Miller	73	70
Marlboro	69	62
Delta	64	55
Bugle Boy	62	71
Magna	62	61
7UP	53	53
US Air	52	66
Coors Light	52	50
L A Gear	48	53
Acura	43	46
Ford	35	28
Marlboro Lights	9	12
Marlboro Net	97	86
Test Average	62	62

Q. Here is a list of brand names. Some of these names appeared in the billboards you just saw, while others did not. Please tell me those which you definitely remember having seen, even though you may have mentioned them before.

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Detailed Recall Of Marlboro Red/Marlboro Generic

	Males	
	Marlboro Red	Marlboro Generic
Base:	(77)	(76)
	%	%
RECALLED MARLBORO RED/MARLBORO	84	62
ANY RECALL OF AD	74	55
Illustration	62	49
Cowboy/Marlboro man	58	49
Lasso/tools over shoulder	36	11
Hat/vest/denim jacket/gloves	6	13
Man smoking/holding cigarette	-	8
Colors	39	24
Red	35	21
White	21	11
Brown	-	3
Blue	-	3
Product Shot/Name	22	1
Marlboro inverted "V" shaped design/ appearance of pack in background	14	-
Brand name in big letters/in background/partially hidden	8	1
Ad Copy/Message	8	3
Surgeon-General's warning	6	3
No copy/just picture	1	-
NO RECALL BEYOND BRAND NAME	10	7
DID NOT RECALL MARLBORO RED/ MARLBORO GENERIC	18	38

Q. You said you recalled a billboard for Marlboro. Please describe it to me in as much detail as possible. What do you remember about the billboard? What do you remember about the headline? What did it show? What did it say? Anything else you can remember?

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Opinion Of Marlboro Red/Marlboro Generic Billboard

		Males	
	Base:	Marlboro Red (77) %	Marlboro Generic (76) %
Like it very much	(5)	30	29
Like it slightly	(4)	43	34
Neither like it nor dislike it	(3)	18	33
Dislike it slightly	(2)	3	4
Dislike it very much	(1)	6	-
Mean		3.9	3.9

Q. Now I'd like you to tell me your opinion of this billboard. Using a phrase on this card, please tell me how much you like or dislike this billboard.

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Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Degree Of Personally Relating To Marlboro Red/Marlboro Generic Billboard Message

		Males			
		Marlboro Red		Marlboro Generic	
Base:		(77)		(76)	
		%		%	
Completely	(5)	18	32	13	26
Very much	(4)	14		13	
Somewhat	(3)	34		29	
Not very much	(2)	10	33	25	45
Not at all	(1)	23		20	
Mean		2.9		2.8	

Q. I'd like to know how much you feel the billboard's message seems to talk to people like you -- that is, how much you personally relate to or identify with this billboard. Would you say you personally relate to this billboard . . .

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Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Main Idea Of Marlboro Red/Marlboro Generic Billboard

	Males	
	Marlboro Red	Marlboro Generic
Base:	(77)	(76)
	%	%
GAVE A MAIN IDEA	88	91
Image	77	86
Masculinity/Femininity	68	68
A man's cigarette/for rugged, tough, strong men/macho	48	57
A cigarette for cowboys/hunters	30	17
Americana	13	14
A cigarette from the west/old west	9	9
American/the American way	6	7
Social Acceptance		
People who smoke them are (or look) cool/smooth/ with-it	3	1
Other Image	10	8
For the outdoors type/for the outdoors	9	4
Other	1	3
Product Characteristics	4	5
Good tasting/a good smoke	3	4
Miscellaneous		
Increase awareness/sell the cigarette/ remind you of brand/show the pack	5	3
Other	3	1
DID NOT GIVE A MAIN IDEA	11	9

Q. What do you think is the main idea of this billboard, besides getting you to buy the brand?

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Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Overall Findings - Camel Outdoor Board

- Male Smokers -

The Camel execution is an attention-getter at both the distant and the close-up positions. This board effectively drew all male smokers to it. The dominant elements were the Camel man and the word "Camel" positioned in the center.

The high levels of attention to this Camel board translated to high levels of unaided recall (66% versus the test average of 35%). On an aided recall basis the Camel level increased to 84%, again well exceeding the 62% test average.

The primary illustration in this board was highly memorable, with 71% recalling the camel and 46% making reference to his sun glasses/shirt sleeves/shooting pool.

When male smokers were asked their overall opinion of the board, 56% stated they liked it very much. This figure far exceeds the levels achieved by the two Marlboro executions (Red and Generic - 30% and 29%).

On the measure of personal relevance, the Camel board performed at a 36% level, slightly above Marlboro Red (32%) and Marlboro Generic (26%).

Male smokers indicated that the Camel board conveyed two primary ideas - recreation/fun/adventure (44%) and social acceptance (people who smoke them are cool/smooth/with it [35%]).

In sum, the Camel board is a strong performer. It is attention-getting and memorable. Target smokers like it, relate to it, and perceive it to convey messages which they identify with.

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Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Attention

Camel

	% Noting Board	PRS Norm %	Difference
Distance	100	76	+24
Close-up	100	72	+28

Visibility of elements on the board (% noting)	Distant %	Close-Up %
Man (Camel)	95	100
Camel	49	46
Cigarettes	14	4

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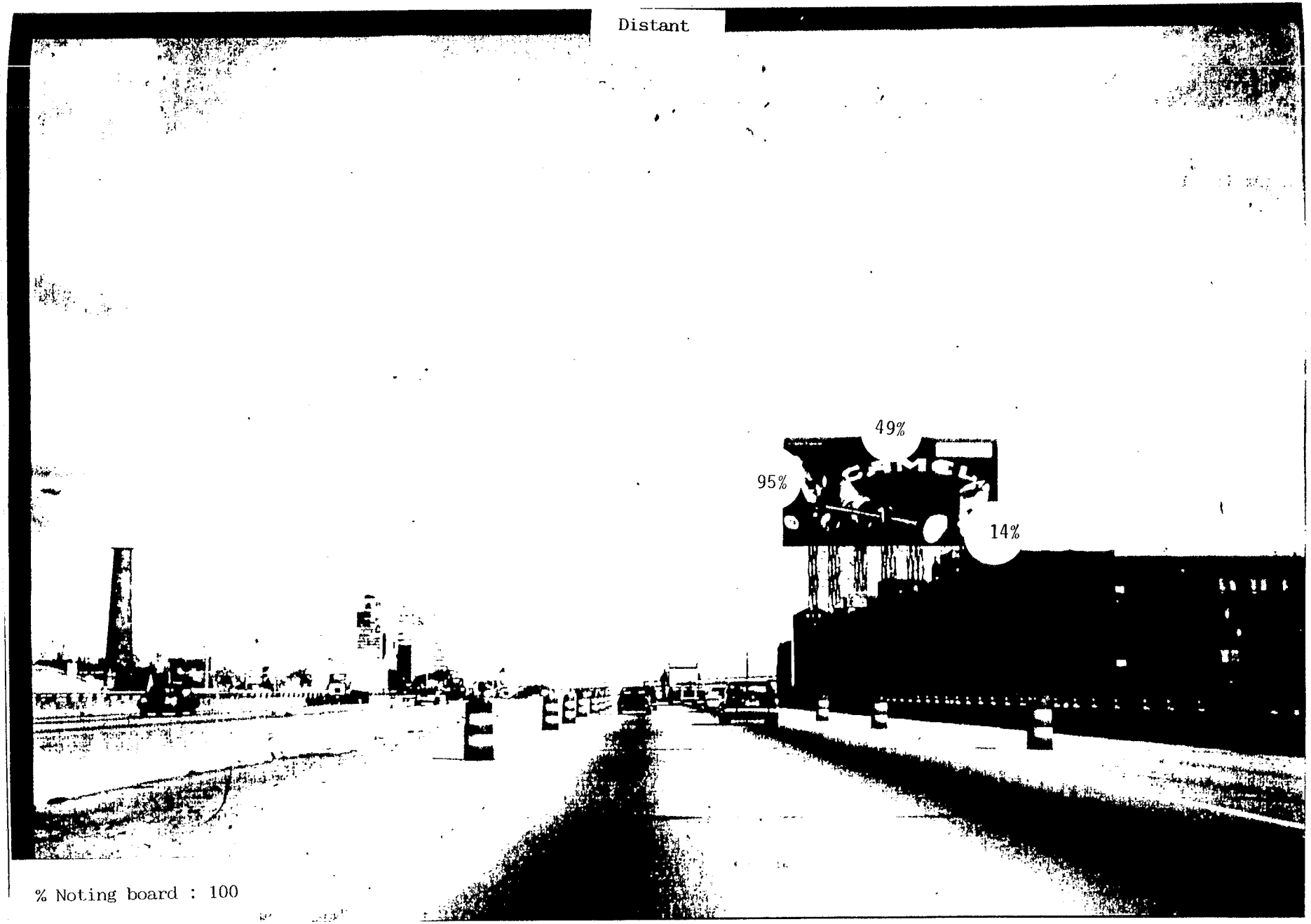
Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Distant



% Noting board : 100

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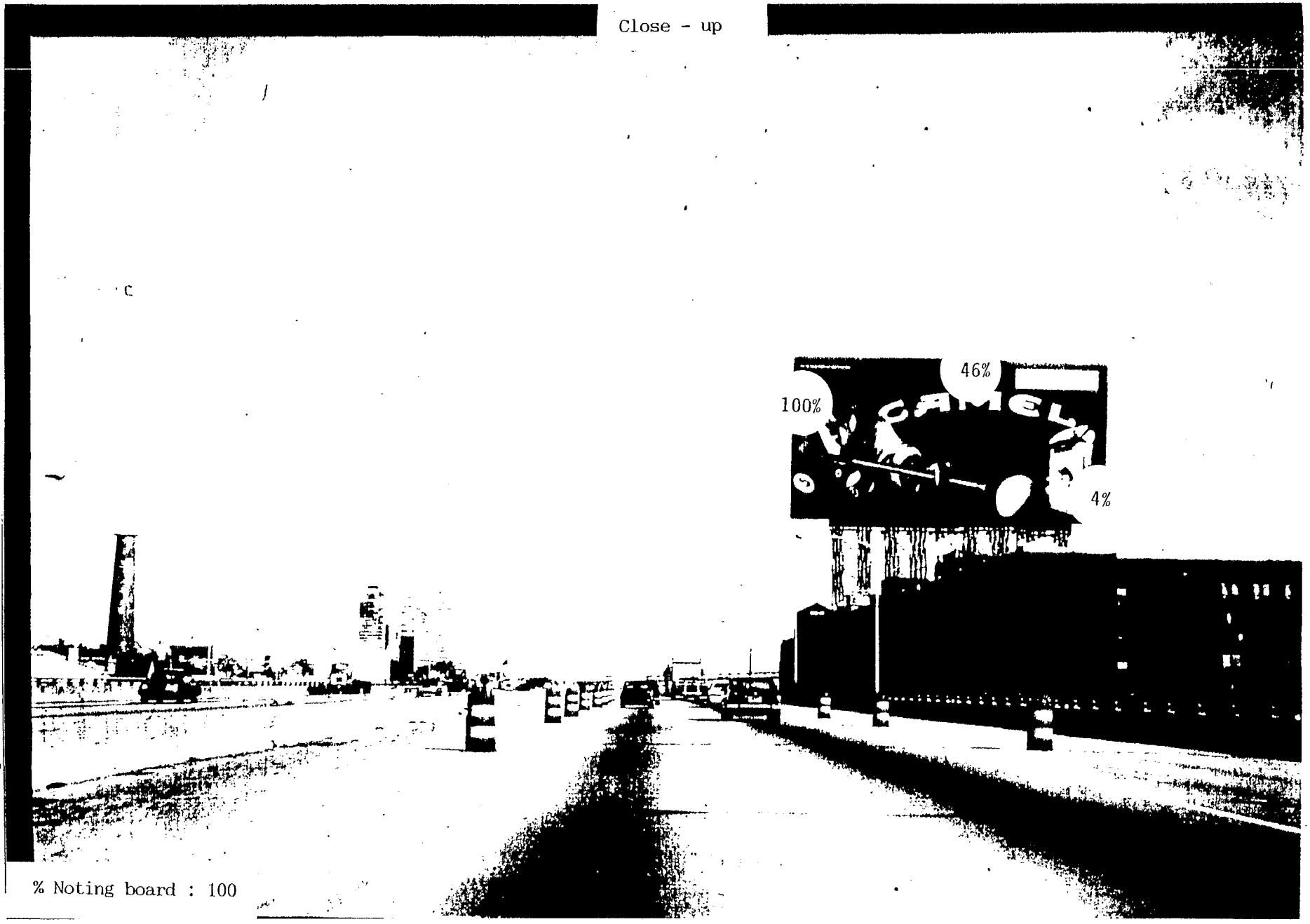
Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Close - up



% Noting board : 100

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Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Unaided Recall

	Males	
Base:	Marlboro Red (77) %	Marlboro Generic (76) %
Marlboro	68	62
Camel	65	66
Bucks	58	46
Miller	49	42
Magna	40	37
Bacardi Black	39	46
Marlboro Red/Regular	39	28
Coors Light	34	33
Delta	23	30
US Air	23	29
L A Gear	22	21
Ford	22	12
Bugle Boy	21	14
Acura	17	14
7UP	16	21
Marlboro Lights	1	7
Marlboro Net	91	76
Test Average	36	34

Q. There were a number of billboards in the slide show you just saw. For each billboard you remember, please tell me the brands or products you remember seeing.

2047174802

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Aided Recall

	Males	
Base:	Marlboro Red (77) %	Marlboro Generic (76) %
Camel	86	82
Marlboro Red	84	63
Bacardi Black	82	87
Bucks	81	74
Miller	73	70
Marlboro	69	62
Delta	64	55
Bugle Boy	62	71
Magna	62	61
7UP	53	53
US Air	52	66
Coors Light	52	50
L A Gear	48	53
Acura	43	46
Ford	35	28
Marlboro Lights	9	12
Marlboro Net	97	86
Test Average	62	62

Q. Here is a list of brand names. Some of these names appeared in the billboards you just saw, while others did not. Please tell me those which you definitely remember having seen, even though you may have mentioned them before.

2047174803

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Detailed Recall Of Camel

Base:	Males (153) %
RECALLED CAMEL	84
ANY RECALL OF AD	77
Illustration	75
A camel/the camel	71
Sunglasses/shirtsleeves/shooting pool	46
Smoking/holding cigarette	22
Pool table/cue, billiard ball	3
Product Shot/Name	12
Pack of cigarettes	10
Described pack	7
Colors	10
Black	3
Blue	3
Brown	2
Red	2
Ad Copy/Message	3
Surgeon-General's warning	3
NO RECALL BEYOND BRAND NAME	6
DID NOT RECALL CAMEL	16

Q. You said you recalled a billboard for Camel. Please describe it to me in as much detail as possible. What do you remember about the billboard? What do you remember about the headline? What did it show? What did it say? Anything else you can remember?

2047174804

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Opinion Of Camel Billboard

	Base:	Males (153) %
Like it very much	(5)	56
Like it slightly	(4)	29
Neither like it nor dislike it	(3)	10
Dislike it slightly	(2)	4
Dislike it very much	(1)	1
Mean		4.3

Q. Now I'd like you to tell me your opinion of this billboard. Using a phrase on this card, please tell me how much you like or dislike this billboard.

2047174805

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Degree Of Personally Relating To Camel Billboard Message

		Base:	Males (153) %	
Completely	(5)		20	36
Very much	(4)		16	
Somewhat	(3)		35	
Not very much	(2)		14	28
Not at all	(1)		14	
Mean			3.1	

Q. I'd like to know how much you feel the billboard's message seems to talk to people like you -- that is, how much you personally relate to or identify with this billboard. Would you say you personally relate to this billboard . . .

2047174806

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Main Idea Of Camel Billboard

Base:	Males (153) %
GAVE A MAIN IDEA	86
Image	80
Recreation/Fun/Adventure	44
For people who play pool/billiards	28
Associated with fun/good times/happiness	15
For sports-minded people/a sports image	3
Social Acceptance	35
People who smoke them are (or look) cool/smooth/with-it	35
Quality/Prestige	5
High status/top of the line/classy/ sophisticated	4
Other Image	5
Product Characteristics	3
Miscellaneous	5
Increase awareness/sell the cigarette/ remind you of brand/show the pack	5
DID NOT GIVE A MAIN IDEA	14

Q. What do you think is the main idea of this billboard, besides getting you to buy the brand?

2047174807

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Overall Findings - Bucks Outdoor Board

- Male Smokers -

The Bucks outdoor execution is an attention-getter. It demonstrates an ability to draw drivers in from a distance as well as close-up. In each instance, the levels of attention generated by this board exceeded the PRS norms (+14 at a distance and +28 close-up). The two primary elements in this board - the headline "Buck the System" and the cigarette pack - were examined by all drivers who examined the board. As a result of the stopping power achieved by this Bucks execution, it is not surprising that the board performed above norm on both unaided and aided recall measures. The unaided performance for Bucks reached 52% versus the PRS norm of 35%. On aided recall, the Bucks performance reached 78% versus the norm of 62%.

When male smokers were probed for detailed recall, 20% recalled the headline "Buck the System" and 40% described the Bucks pack.

Though the Bucks board was attention-getting and memorable, its performance on the measures of overall opinion and personal relevance were disappointing. Only 14% stated that they liked the board very much and only 11% indicated they completely or very much related it.

Main idea questioning indicates that this Bucks board is conveying two messages:

- A product for people who like to get around the system - rebels
- A cheaper cigarette/better value

In sum, the Bucks board is attention-getting and memorable, though target male smokers appear to have difficulty relating to the message(s).

2047174808

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Attention

Bucks

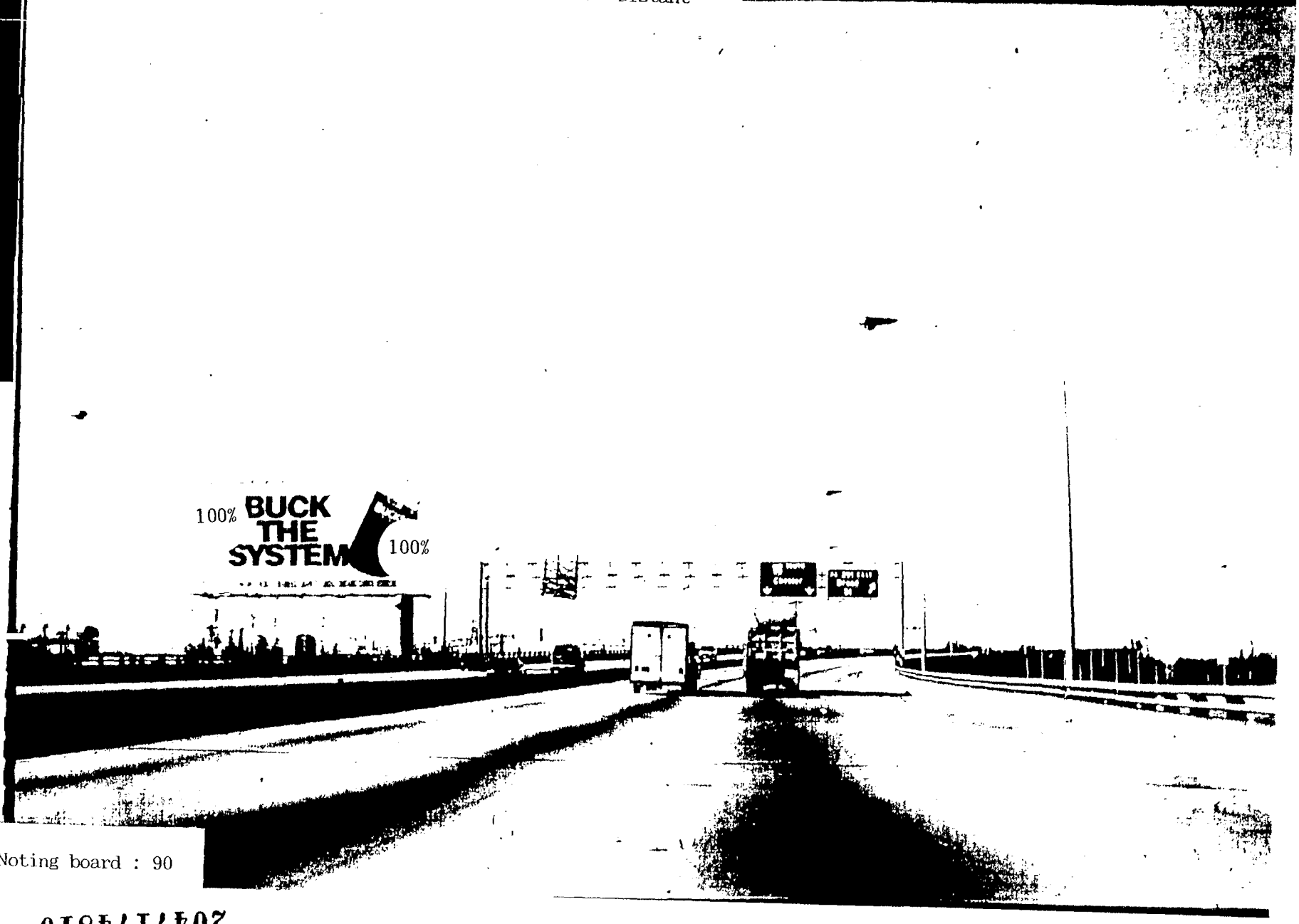
	% Noting Board	PRS Norm %	Difference
Distance	90	76	+14
Close-up	100	72	+28

Visibility of elements on the board (% noting)	Distant %	Close-Up %
Buck The System	100	100
Cigarette Pack	100	100

2047174809

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Distant



% Noting board : 90

2047174810

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Close - up

% Noting board : 100

2047174811

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Unaided Recall

	Males	
Base:	Marlboro Red (77) %	Marlboro Generic (76) %
Marlboro	68	62
Camel	65	66
Bucks	58	46
Miller	49	42
Magna	40	37
Bacardi Black	39	46
Marlboro Red/Regular	39	28
Coors Light	34	33
Delta	23	30
US Air	23	29
L A Gear	22	21
Ford	22	12
Bugle Boy	21	14
Acura	17	14
7UP	16	21
Marlboro Lights	1	7
Marlboro Net	91	76
Test Average	36	34

Q. There were a number of billboards in the slide show you just saw. For each billboard you remember, please tell me the brands or products you remember seeing.

2047174812

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Aided Recall

Base:	Males	
	Marlboro Red (77) %	Marlboro Generic (76) %
Camel	86	82
Marlboro Red	84	63
Bacardi Black	82	87
Bucks	81	74
Miller	73	70
Marlboro	69	62
Delta	64	55
Bugle Boy	62	71
Magna	62	61
7UP	53	53
US Air	52	66
Coors Light	52	50
L A Gear	48	53
Acura	43	46
Ford	35	28
Marlboro Lights	9	12
Marlboro Net	97	86
Test Average	62	62

Q. Here is a list of brand names. Some of these names appeared in the billboards you just saw, while others did not. Please tell me those which you definitely remember having seen, even though you may have mentioned them before.

2047174813

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Detailed Recall Of Bucks

Base:	Males (153) %
RECALLED BUCKS	77
ANY RECALL OF AD	66
Product Shot/Name	57
Described pack	40
Pack of cigarettes	16
Colors	27
Red	21
White	10
Black	3
Ad Copy/Message	21
Buck the system	20
NO RECALL BEYOND BRAND NAME	10
DID NOT RECALL BUCKS	23

Q. You said you recalled a billboard for Bucks. Please describe it to me in as much detail as possible. What do you remember about the billboard? What do you remember about the headline? What did it show? What did it say? Anything else you can remember?

2047174814

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Opinion Of Bucks Billboard

		Males (153) %
Like it very much	(5)	14
Like it slightly	(4)	25
Neither like it nor dislike it	(3)	35
Dislike it slightly	(2)	14
Dislike it very much	(1)	12
Mean		3.1

Q. Now I'd like you to tell me your opinion of this billboard. Using a phrase on this card, please tell me how much you like or dislike this billboard.

2047174815

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Degree Of Personally Relating To Bucks Billboard Message

		Base: Males (153) %	
Completely	(5)	4	11
Very much	(4)	7	
Somewhat	(3)	28	
Not very much	(2)	27	60
Not at all	(1)	33	
Mean		2.2	

Q. I'd like to know how much you feel the billboard's message seems to talk to people like you -- that is, how much you personally relate to or identify with this billboard. Would you say you personally relate to this billboard . . .

2047174816

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Main Idea Of Bucks Billboard

Base:	Males (153) %
GAVE A MAIN IDEA	81
Image	46
Masculinity/Femininity	5
A cigarette for hunters	3
A man's cigarette/for rugged, tough, strong men/macho	2
Quality/Prestige	
High status/top of the line/classy/ sophisticated	3
Other Image	37
For people who buck the system/you can get around the system/rebel	31
Different/out-of-the-ordinary	5
For the outdoors type/for the outdoors	3
Product Characteristics	33
A cheaper cigarette/better value	23
A new cigarette	8
Good tasting/a good smoke	2
Miscellaneous	18
Increase awareness/sell the cigarette/ remind you of brand/show the pack	17
DID NOT GIVE A MAIN IDEA	19

Q. What do you think is the main idea of this billboard, besides getting you to buy the brand?

2047174817

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Overall Findings - Magna Outdoor Board

- Male Smokers -

The Magna board showed only an average ability to draw drivers to it from a distance (-1 versus the PRS norm). However, as the driver moved closer, the attention to this board improved dramatically (+28).

From a distance, the drivers were drawn to the Magna packs on the left of the board, with the automobile being the secondary element. As the driver moved closer to the board, attention to both the packs and the car increased dramatically.

The unaided recall level achieved by the Magna board (39%) was a good deal below the levels attained by Bucks (52%) and Camel (66%). In addition, when smokers' recall was aided, the Magna level reached 62%, well below Bucks (78%) and Camel (84%). Detailed recall of this Magna board was evenly distributed between the cigarette packs, the race car, and the board's colors.

When male smokers were asked their overall opinion of the Magna board, it performed at levels comparable to those of Bucks (overall opinion 16%; personal relevance 13%). These male smokers had difficulty uncovering a main idea from the Magna board, with 25% unwilling to answer this question. Those who voiced an opinion tended to perceive the board to communicate a quality/prestige message (37%).

In sum, the Magna board is no better than an average performer. It shows deficiencies in its ability to draw attention at a distance. The memorability levels achieved are below expectations, and target smokers have difficulty relating to the board's message.

2047174818

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Attention

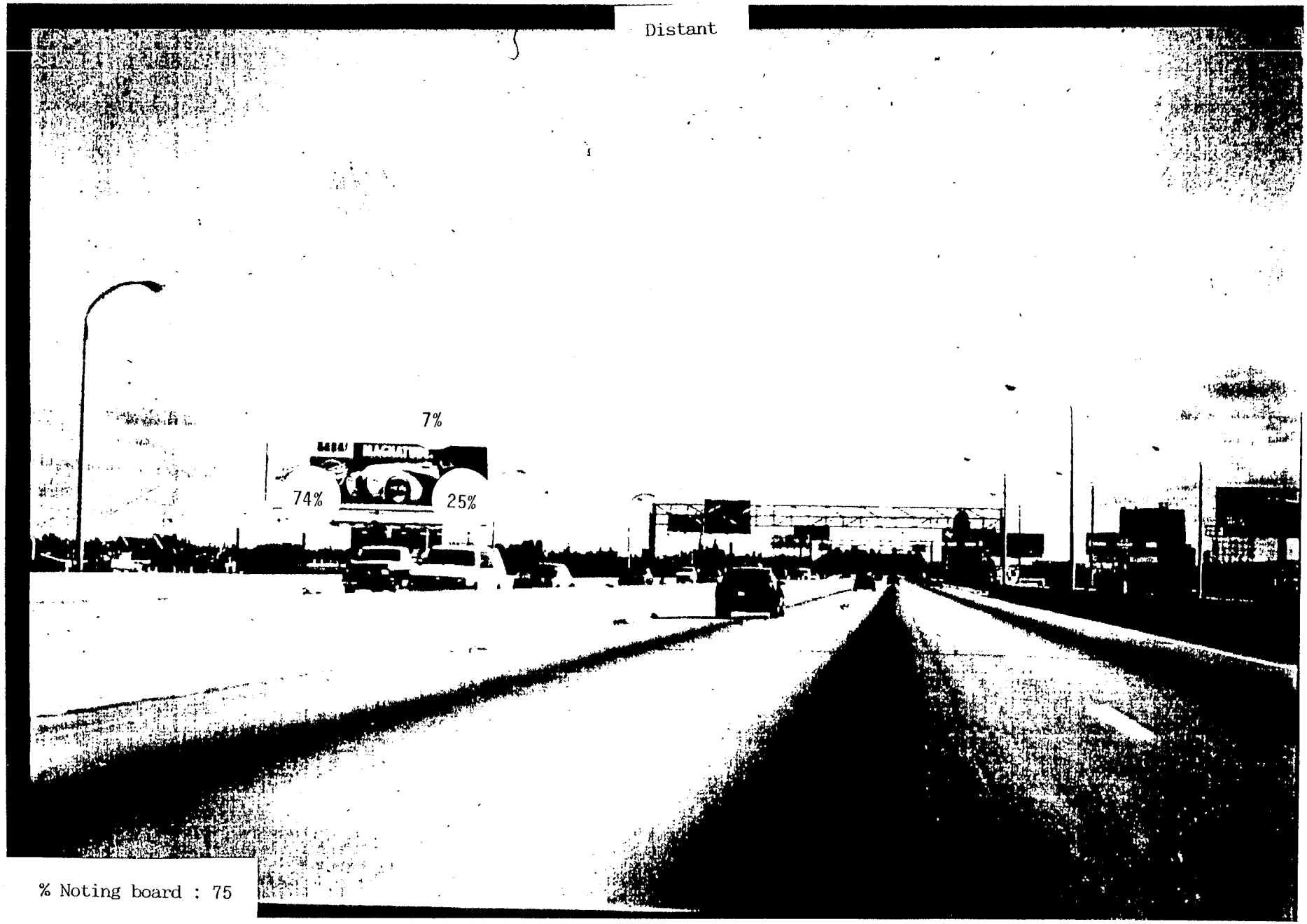
Magna

	% Noting Board	PRS Norm %	Difference
Distance	75	76	- 1
Close-up	100	72	+28

Visibility of elements on the board (% noting)	Distant %	Close-Up %
Magna/Packs	74	100
Car	25	91
Magnatude	7	7

2047174819

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

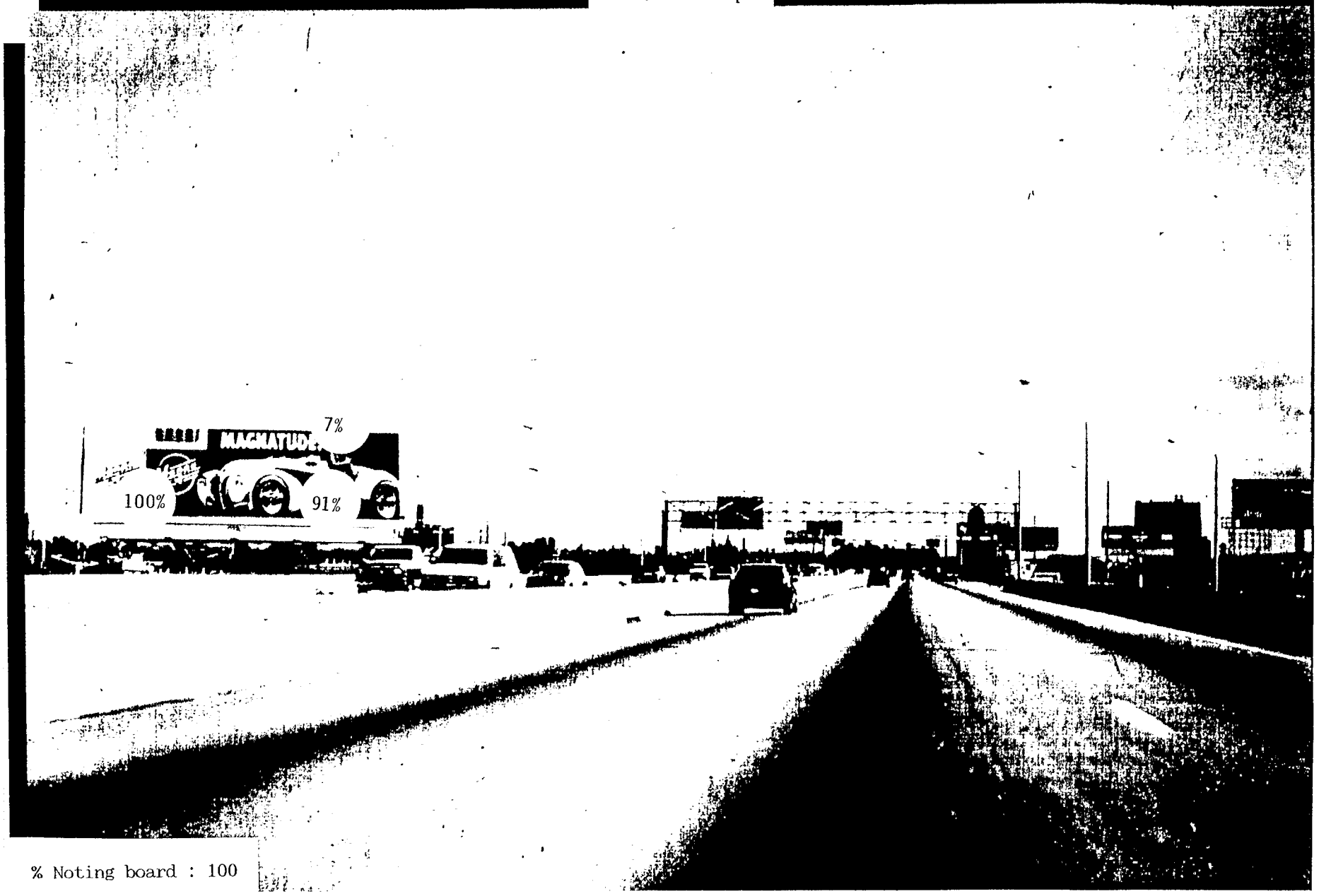


% Noting board : 75

20471748 20

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

[redacted] Close - up [redacted]



% Noting board : 100

2047174821

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Unaided Recall

	Males	
Base:	Marlboro Red (77) %	Marlboro Generic (76) %
Marlboro	68	62
Camel	65	66
Bucks	58	46
Miller	49	42
Magna	40	37
Bacardi Black	39	46
Marlboro Red/Regular	39	28
Coors Light	34	33
Delta	23	30
US Air	23	29
L A Gear	22	21
Ford	22	12
Bugle Boy	21	14
Acura	17	14
7UP	16	21
Marlboro Lights	1	7
Marlboro Net	91	76
Test Average	36	34

Q. There were a number of billboards in the slide show you just saw. For each billboard you remember, please tell me the brands or products you remember seeing.

2047174822

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Aided Recall

	Males	
Base:	Marlboro Red (77) %	Marlboro Generic (76) %
Camel	86	82
Marlboro Red	84	63
Bacardi Black	82	87
Bucks	81	74
Miller	73	70
Marlboro	69	62
Delta	64	55
Bugle Boy	62	71
Magna	62	61
7UP	53	53
US Air	52	66
Coors Light	52	50
L A Gear	48	53
Acura	43	46
Ford	35	28
Marlboro Lights	9	12
Marlboro Net	97	86
Test Average	62	62

Q. Here is a list of brand names. Some of these names appeared in the billboards you just saw, while others did not. Please tell me those which you definitely remember having seen, even though you may have mentioned them before.

2047174823

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Detailed Recall Of Magna

Base:	Males (153) %
RECALLED MAGNA	61
ANY RECALL OF AD	52
Product Shot/Name	34
Described pack	23
Pack of cigarettes	10
Colors	25
Red	19
White	10
Silver	7
Black	2
Illustration	24
Race car/sports car/old sports car	24
Person/man	4
Ad Copy/Message	10
Magnatude	8
Surgeon-General's warning	1
NO RECALL BEYOND BRAND NAME	8
DID NOT RECALL MAGNA	39

Q. You said you recalled a billboard for Magna. Please describe it to me in as much detail as possible. What do you remember about the billboard? What do you remember about the headline? What did it show? What did it say? Anything else you can remember?

2047174824

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Opinion Of Magna Billboard

	Base:	Males (153) %
Like it very much	(5)	16
Like it slightly	(4)	39
Neither like it nor dislike it	(3)	24
Dislike it slightly	(2)	8
Dislike it very much	(1)	13
Mean		3.4

Q. Now I'd like you to tell me your opinion of this billboard. Using a phrase on this card, please tell me how much you like or dislike this billboard.

2047174825

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Degree Of Personally Relating To Magna Billboard Message

		Base: Males (153) %	
Completely	(5)	6	13
Very much	(4)	7	
Somewhat	(3)	29	
Not very much	(2)	20	59
Not at all	(1)	39	
Mean		2.2	

Q. I'd like to know how much you feel the billboard's message seems to talk to people like you -- that is, how much you personally relate to or identify with this billboard. Would you say you personally relate to this billboard . . .

2047174826

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Main Idea Of Magna Billboard

Base:	Males (153) %
GAVE A MAIN IDEA	75
Image	67
Quality/Prestige	37
For people who have sports cars/ antique cars/expensive cars	23
High status/top of the line/classy/ sophisticated	11
For professional/successful/ sophisticated/high class people	4
Social Acceptance	
People who smoke them are (or look) cool/smooth/with-it	15
Recreation/Fun/Adventure	14
For people in the fast lane/ are wild, adventurous	7
For sports-minded people/a sports image	6
Associated with fun/good times/ happiness	3
Masculinity/Femininity	
A man's cigarette/for rugged, tough, strong men/macho	6
Other Image	
Other	3
Product Characteristics	4
Good tasting/a good smoke	2
A new cigarette	1
Miscellaneous	6
Increase awareness/sell the cigarette/ remind you of brand/show the pack	4
DID NOT GIVE A MAIN IDEA	25

Q. What do you think is the main idea of this billboard, besides getting you to buy the brand?

2047174827

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Usage

	Base:	Males (153) %
Regular Brand Usage		
Marlboro		75
Camel		18
Newport		6
Winston		5
Pall Mall		3
Merit		3
Cambridge		3
Salem		2
Bristol		2
Doral		1
Lark		1
Lucky Strike		1
Old Gold		1
Magna		1
Parliament		1
Players (Black Pack)		1
Richland 25's		1
Malibu		1
Stride		1
Vantage		1
Viceroy		1
Alpine		1
Other		1
Second Regular Brand Usage		
Marlboro		20
Camel		5
Pall Mall		2
Winston		2
Newport		1
Belair (Full Margin)		1
Players (Black Pack)		1
Bristol		1
Length Of Time Smoked Regular Brand		
Less than 6 months	(1)	5
6 months to 1 year	(2)	4
1-2 years	(3)	18
3-4 years	(4)	17
5 years or more	(5)	56
Mean		4.2

cont'd

2047174828

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Usage--Cont'd

Base:	Males (153) %
Pack vs. Carton Purchasers	
By the pack only	40
By the carton only	15
Both ways	45
Box vs. Soft Pack Purchasers	
Box	71
Soft Pack	29
Alternative Brand To Regular Brand	
YES I BUY ANOTHER BRAND	56
Alternative Brand	
Marlboro	16
Camel	14
Winston	7
Magna	3
Merit	2
Newport	2
Benson & Hedges	2
Doral	1
Pall Mall	1
Salem	1
Bristol	1
Capri	1
Century 25's	1
Cambridge	1
Kool	1
Richland 25's	1
Lucky Strike	1
Vantage	1
Viceroy	1
Alpine	1
Other	5
Use Of Cents Off Coupons Found On Packs Or Cartons To Purchase Cigarettes In The Past 3 Months	
Yes	21
No	79

cont'd

2047174829

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Usage--Cont'd

Base:	Males (153) %
Use Of Cents Off Coupons Found On Packs Or Cartons To Purchase Cigarettes That Are Not Regular Brand	
Yes	7
No	14
Use Of Cents Off Coupons Found In Newspaper, Magazine, Newspaper Or Magazine Insert Or Received In The Mail	
Yes	12
Used for brands other than regular brand	7
Not used for brands other than regular brand	6
No	88
Used 2 Or 3 Packs For The Price Of One Deals In The Past 3 Months	
Yes	33
Used for brands other than regular brand	18
Not used for brands other than regular brand	14
No	67
Beer Consumption	
Yes	80
Brands	
Budweiser	25
Michelob	8
Miller - all other mentions	7
Coors Light	7
Miller Genuine Draft	6
Bud Dry	3
Bud Light	3
Coors - all other mentions	2
Corona	1
Michelob Light	1
Other	16
No	20

cont'd

2047174830

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Usage--Cont'd

	Males
Base:	(153)
	%
Brand Of Atheletic Shoes Worn Most Often	
Nike	34
Reebok	24
LA Gear	8
Adidas	6
Converse	5
Avia	2
K-Swiss	1
Keds	1
Other	14
Don't Know/None/No Answer	6
Make Of Car Owned	
Domestic	66
Chevrolet	21
Ford - all other mentions	14
Pontiac	8
Oldsmobile	6
Plymouth	5
Dodge	3
Mercury	3
Chrysler	3
Buick	2
Ford Escort	1
Cadillac	1
Lincoln	1
Other	-
Imports	33
Toyota	8
Datsun/Nissan	7
Honda	6
Mazda	5
Hyundai	1
Volkswagen	1
Acura	-
Other	7
None/No Answer	1

2047174831

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Classification

	Males (153) %
Base:	
Number Of Cigarettes Smoked In An Average Day	
11-15	26
16-20	43
21-25	10
26-30	7
31-35	4
36-40	8
41-50	1
51-60	1
Over 60	-
Age	
18-24	50
25-29	24
30-35	27
Marital Status	
Married	25
Single	68
Separated	2
Divorced	4
Widowed	-
Refused	1
Education	
Some high school or less	14
Graduated high school	44
Trade school or vocational school beyond high school	6
Some college (less than 4 years)	25
Graduated college	10
Post-graduate work	1
Employment	
Full-time	65
Part-time	20
Not employed	15

cont'd

2047174832

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Classification - cont'd

Base:	Males (153) %
Occupation	
Unskilled blue collar/operatives	19
White collar/clerical	13
Service workers/uniforms	12
Sales	11
Skilled blue collar/crafts	11
Technical	5
Professional	4
Managerial/executive	3
Self-employed/proprietary	2
Creative	1
Other	3
Refused/No Answer	1
Household Income	
Under $10,000	11
$10,000-$19,999	22
$20,000-$29,999	20
$30,000-$39,999	13
$40,000-$49,999	7
$50,000 or more	17
Don't know	3
Refused	7
Race	
White	90
Black	6
Hispanic	4
Asian	1

2047174833

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Outdoor Boards Viewed By Females

2047174834

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Summary

Attention To Boards (Distant and Close-up)

	Females
Eye Tracking	
% Noting	
L A Gear	88 Distant 84 Close-up
Bugle Boy	4 22
Virginia Slims	92 100
Coor's Light	62 48
Acura	100 100
Capri	92 100
Bacardi Black	89 74
Ford	49 30
Salem	100 100
US Air	97 37
Delta	100 39
Marlboro Lights	100 100
Marlboro Generic	100 75
7UP	51 59
Miller	100 88

2047174835

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Key Dimensions - From Verbal Interviewing

Females

	Marlboro	Marlboro Lights	Marlboro Generic	Virginia Slims	Capri	Salem
Recall						
Unaided	77	32	51	56	40	56
Aided	87	53	57	65	53	65
Opinion of Billboard						
Like it very much		38	38	25	11	39
Personal Relevance Of Billboard Message						
Completely/Very Much		24	38	19	12	26

2047174836

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Overall Findings - Marlboro Lights Outdoor Board

- Female Smokers -

The Marlboro Lights board effectively draws the attention of female drivers both at a distance and close-up. In both instances, the levels of attention generated by this Marlboro Lights board far exceed the PRS norms (+24 at a distance and +28 close-up). As might be expected, female drivers examine both the picture of the Marlboro man and the name "Marlboro Lights".

The level of unaided recall achieved by the Marlboro Lights board was 32% (well below the levels attained by the cigarette boards for Salem, Virginia Slims, and Capri). However, many women claimed recall of Marlboro (38%) without making reference to Lights. In addition, 17% claimed recall of Marlboro Red or Marlboro regular, bringing the total unaided recall of Marlboro to 79%.

On an aided recall basis, the level achieved by Marlboro Lights reached 53% (a figure comparable to that of Capri). However, the research indicates claimed recall of a Marlboro board reached 86%.

As might be expected, the primary element recalled on the Marlboro Lights board was the cowboy/Marlboro man (42%).

When female smokers were asked their overall opinion of the Marlboro Lights board, 38% stated they liked it very much. This figure is equal to that achieved by Salem, and far above the levels of both Virginia Slims and Capri.

On the personal relevance measure, 24% indicated that they completely or very much identified with the board. This 24% level is exceeded only by the 38% figure for the Marlboro Generic board.

Female smokers perceived the main idea of the Marlboro Lights board to be masculinity, i.e., a man's cigarette/for rugged, tough strong men/macho.

In sum, the Marlboro Lights board is attention-getting and memorable (though many women recall the board simply as one for Marlboro, rather than Marlboro Lights). This board reinforces the linkage between Marlboro and masculinity. Overall opinion of the board is favorable, as is the ability of the board to relate to these female smokers.

2047174837

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Attention

Marlboro Lights

	% Noting Board	PRS Norm %	Difference
Distance	100	76	+24
Close-up	100	72	+28

Visibility of elements on the board (% noting)	Distant %	Close-Up %
Marlboro Lights	100	100
Man	100	100

2047174838

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

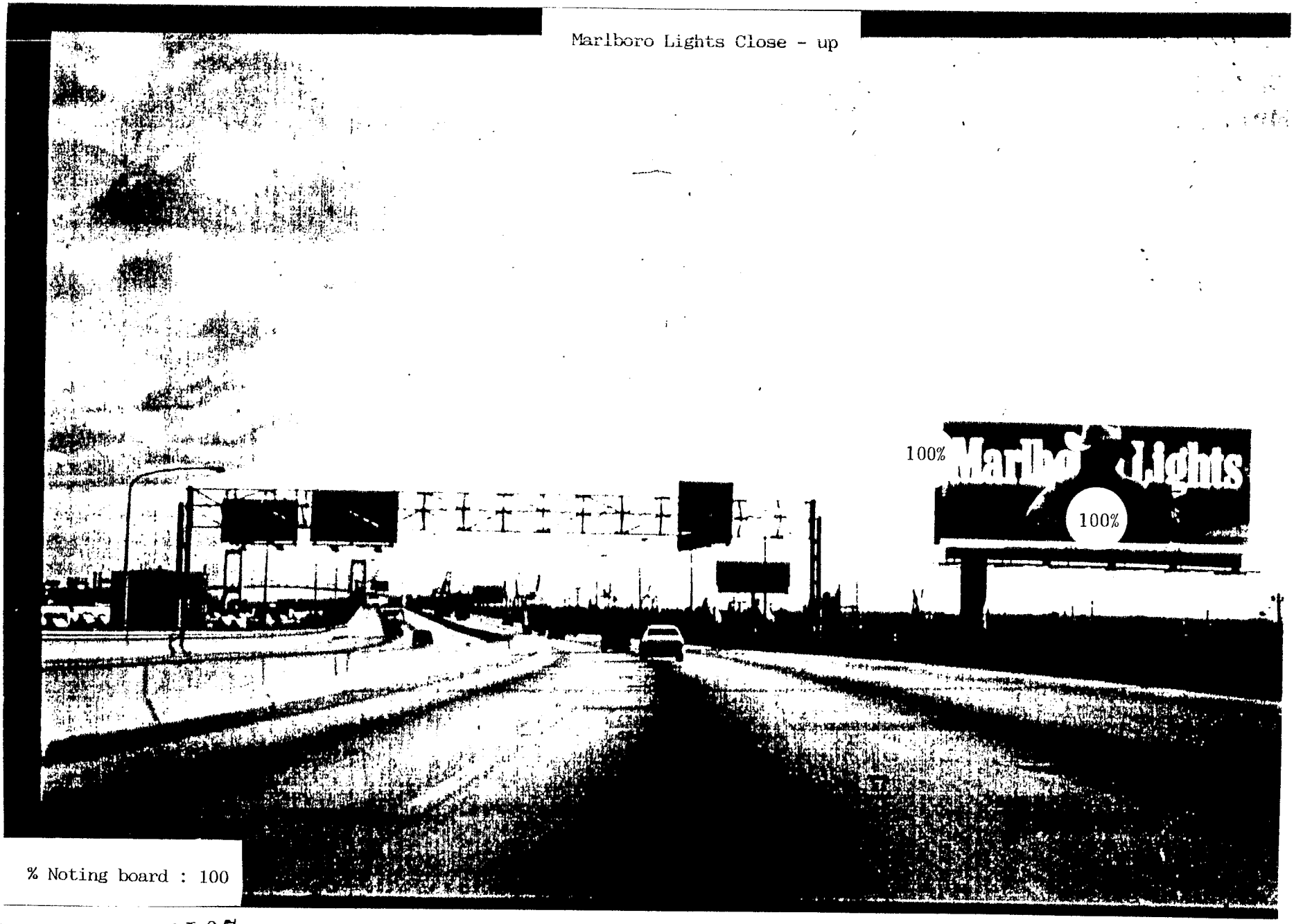
Marlboro Lights Distant

% Noting board : 100

2047174839

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Marlboro Lights Close - up



% Noting board : 100

2047174840

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Overall Findings - Marlboro Generic Outdoor Board

- Female Smokers -

The Marlboro Generic board proves to be effective in generating attention at a distance (+24 versus the PRS norm). As the board moved closer, the attention level dropped. However, performance is still slightly above the PRS norm (+3). As was the case when male smokers examined the Generic board, the eye tracking showed that the dominant elements on this board received attention from all of those examining it, i.e., female drivers were drawn to the illustration of the Marlboro man and to the word "Marlboro".

The level of unaided recall achieved by the Generic board was 51% (slightly below the 62% level achieved by male smokers). This 51% figure is higher than the 41% for Capri and roughly equal to 49% for Salem and 54% for Virginia Slims.

On an aided recall basis, the Marlboro Generic board reached 57%. The main element recalled by these female smokers was the Marlboro cowboy.

When female smokers were asked their overall opinion of this Marlboro board, 38% claimed they liked it very much. This figure far exceeds the levels achieved by Virginia Slims and Capri.

Performance of this Marlboro Generic board on the personal relevance measure was commendable. Thirty eight percent (38%) indicated they completely or very much related to this board. This is the highest level achieved by any of the cigarette boards exposed to female smokers.

As might be expected, these smokers felt that the main idea of the Marlboro Generic board was masculinity - a man's cigarette/for rugged, tough, strong men/macho.

In sum, the Marlboro Generic board was a strong performer with female smokers. It was attention-getting, memorable, well received and personally relevant to these smokers.

2047174841

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Attention

Marlboro Generic

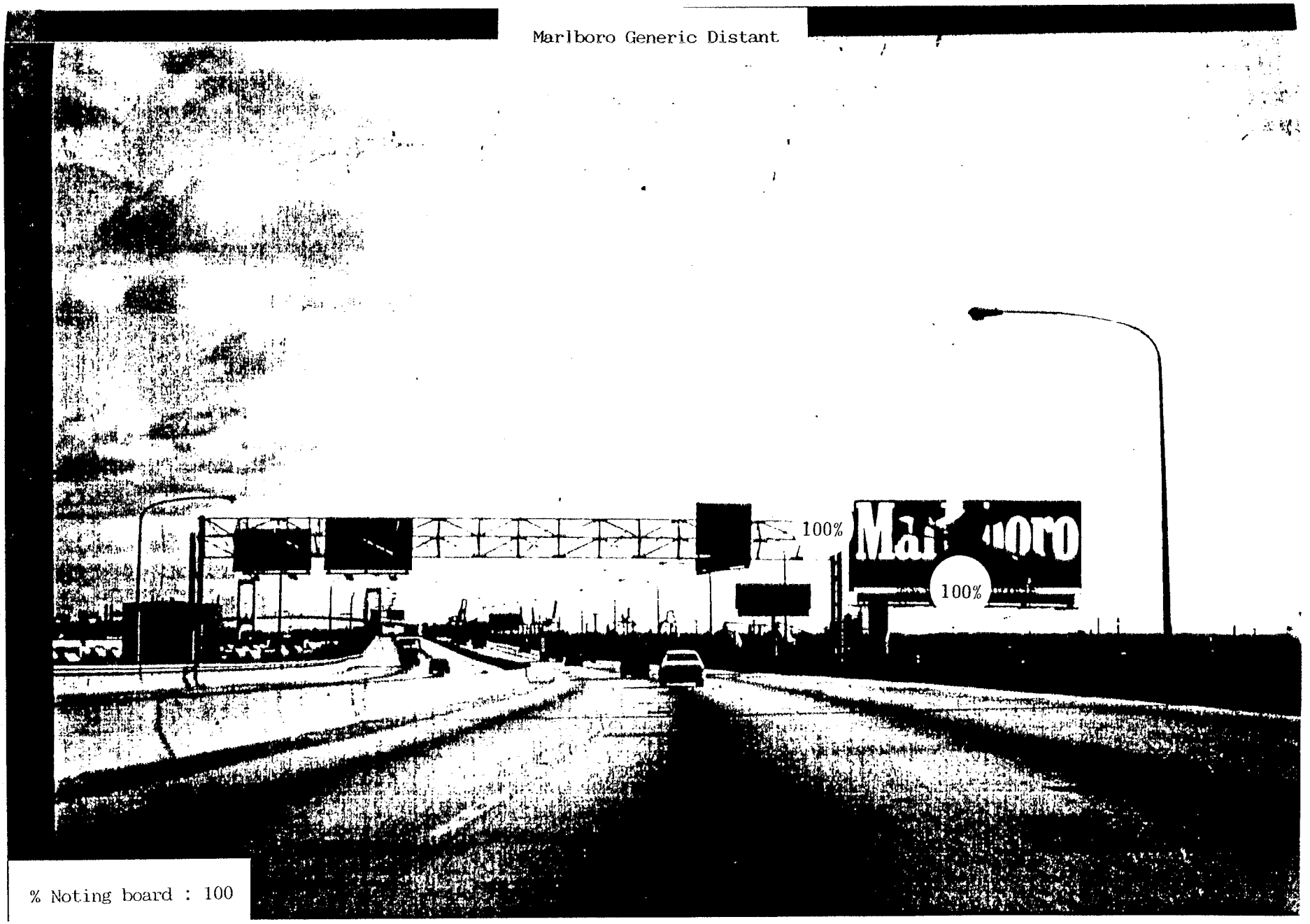
	% Noting Board	PRS Norm %	Difference
Distance	100	76	+24
Close-up	75	72	+ 3

Visibility of elements on the board (% noting)	Distant %	Close-Up %
Marlboro	100	100
Man	100	100

2047174842

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Marlboro Generic Distant

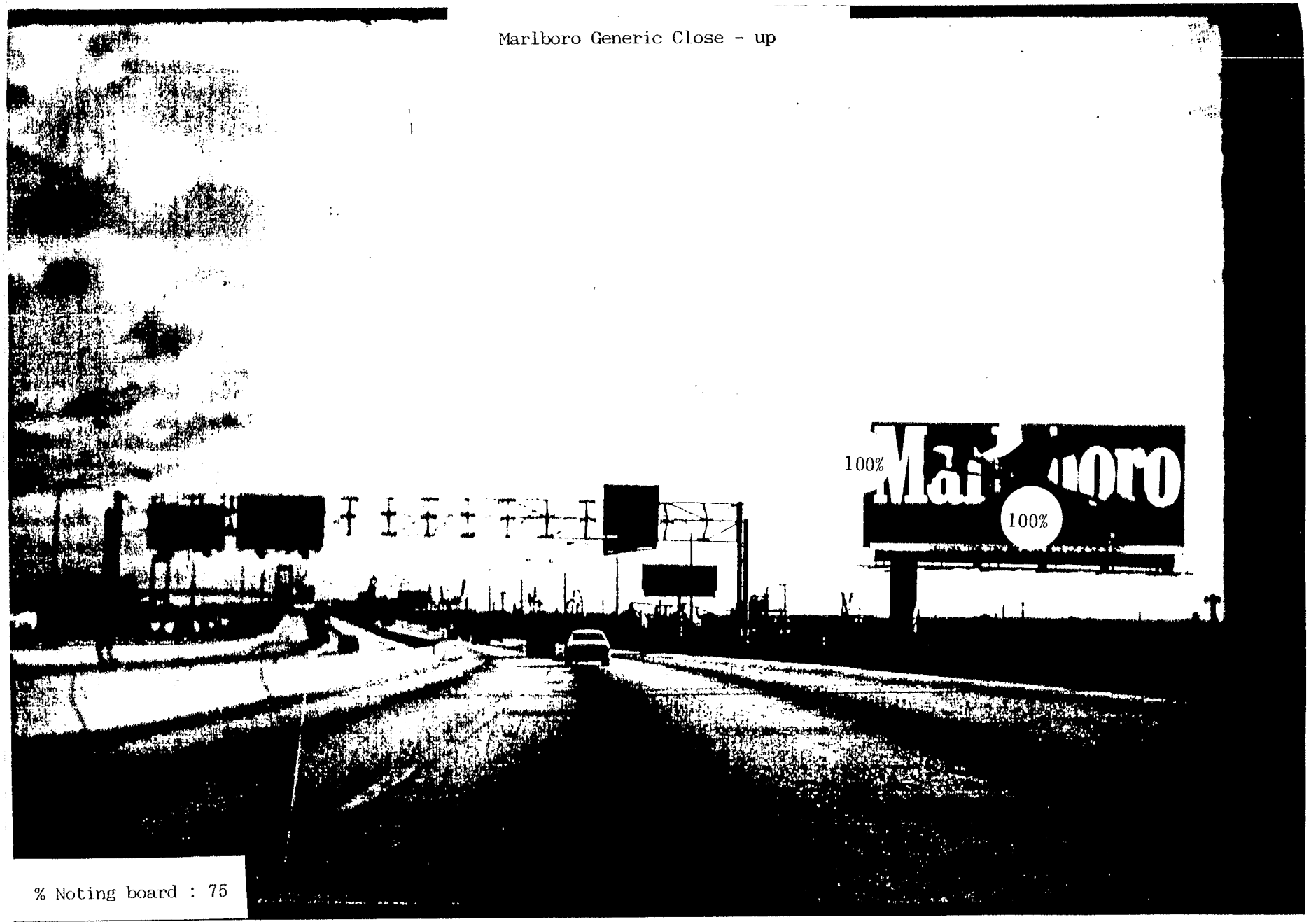


% Noting board : 100

2047174843

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Marlboro Generic Close - up



% Noting board : 75

2047174844

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Unaided Recall

Base:	Females Marlboro Lights (77) %	Females Marlboro Generic (76) %
Salem	62	49
Virginia Slims	58	54
Miller	55	43
US Air	43	33
Capri	39	41
Marlboro	38	51
Coors Light	35	37
Bacardi Black	34	43
Marlboro Lights	32	9
Delta	31	36
L A Gear	27	13
7UP	23	20
Bugle Boy	23	18
Ford	21	17
Marlboro Red/Regular	17	20
Acura	6	16
Marlboro Net	79	75
Test Average	37	34

Q. There were a number of billboards in the slide show you just saw. For each billboard you remember, please tell me the brands or products you remember seeing.

2047174845

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Aided Recall

	Females	
Base:	Marlboro Lights (77) %	Marlboro Generic (76) %
Bugle Boy	79	80
Bacardi Black	78	82
Miller	75	62
US Air	74	67
Salem	71	59
Virginia Slims	66	64
Coors Light	62	61
Delta	61	71
7UP	60	51
Marlboro Lights	53	30
Capri	51	55
L A Gear	47	43
Marlboro	40	57
Ford	36	38
Marlboro Red/Regular	35	50
Acura	30	30
Marlboro Net	86	88
Test Average	61	59

Q. Here is a list of brand names. Some of these names appeared in the billboards you just saw, while others did not. Please tell me those which you definitely remember having seen, even though you may have mentioned them before.

2047174846

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Detailed Recall Of Marlboro Lights/Marlboro Generic

Base:	Females Marlboro Lights (77) %	Females Marlboro Generic (76) %
RECALLED MARLBORO LIGHTS/MARLBORO GENERIC	53	57
ANY RECALL OF AD	44	53
Illustration	42	50
Cowboy/Marlboro man	42	49
Hat/jacket/gloves	12	21
Man smoking/holding cigarette	-	5
Tools/fence/pump	-	5
Other	-	5
Colors	8	14
White	6	7
Red	3	11
Blue	-	3
Product Shot/Name		
Brand name in big letters/in background/ partially hidden	3	12
Ad Copy/Message	1	4
NO RECALL BEYOND BRAND NAME	9	4
DID NOT RECALL MARLBORO LIGHTS/ MARLBORO GENERIC	47	43

Q. You said you recalled a billboard for Marlboro Lights/Marlboro Generic. Please describe it to me in as much detail as possible. What do you remember about the billboard? What do you remember about the headline? What did it show? What did it say? Anything else you can remember?

2047174847

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Opinion Of Marlboro Lights/Marlboro Generic Billboard

		Females	
		Marlboro Lights	Marlboro Generic
Base:		(77)	(76)
		%	%
Like it very much	(5)	38	38
Like it slightly	(4)	31	34
Neither like it nor dislike it	(3)	22	18
Dislike it slightly	(2)	8	4
Dislike it very much	(1)	1	5
Mean		3.4	4.0

Q. Now I'd like you to tell me your opinion of this billboard. Using a phrase on this card, please tell me how much you like or dislike this billboard.

2047174848

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Degree Of Personally Relating To
Marlboro Lights/Marlboro Generic Billboard Message

	Base:	Females	
		Marlboro Lights (77) %	Marlboro Generic (76) %
Completely	(5)	10	20
Very much	(4)	14	18
Somewhat	(3)	31	18
Not very much	(2)	17	17
Not at all	(1)	27	26
Mean		2.6	2.9

Q. I'd like to know how much you feel the billboard's message seems to talk to people like you -- that is, how much you personally relate to or identify with this billboard. Would you say you personally relate to this billboard . . .

2047174849

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Main Idea Of Marlboro Lights/Marlboro Generic Billboard

Base:	Females Marlboro Lights (77) %	Females Marlboro Generic (76) %
GAVE A MAIN IDEA	87	92
Image	79	84
Masculinity/Femininity	71	74
A man's cigarette/for rugged, tough, strong men/macho	68	68
A cigarette for cowboys/hunters	6	8
Social Acceptance	13	8
Good looking people/attractive, handsome, pretty people	8	4
People who smoke them are (or look) cool/smooth/with-it	5	4
Recreation/Fun/Adventure	1	3
Associated with fun/good times/happiness	-	3
Americana	1	7
A cigarette from the west/old west	1	3
American/the American way	-	3
Other Image	4	7
For the outdoors type/for the outdoors	1	7
Product Characteristics	10	5
Good tasting/a good smoke	5	3
Better for you/not too harsh on your lungs	3	1
Other	3	1
Miscellaneous	5	4
Increase awareness/sell the cigarette/ remind you of brand/show the pack	4	4
DID NOT GIVE A MAIN IDEA	13	8

Q. What do you think is the main idea of this billboard, besides getting you to buy the brand?

2047174850

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Overall Findings - Virginia Slims Outdoor Board

- Female Smokers -

The Virginia Slims board was effective in drawing attention both at a distance and close-up. In both instances, it performed well above the PRS norm (+16 and +28).

The PRS eye tracking showed that the attention-getting element from a distance was the female model. As drivers moved closer to the board, attention was dominated by the model and the words "Virginia Slims".

The Virginia Slims board generated an unaided recall level of 56% (well above the level achieved by Capri and equal to the level achieved by Salem).

On an aided basis, the Virginia Slims performance increased to 65%, again placing it above Capri and equal to Salem. Female smokers were most likely to recall the illustration of the woman on the board. Recall of the theme line "You've come a long way baby" was sparse (7%).

When female smokers were asked their overall opinion of the Virginia Slims board, 25% stated they liked it very much. This figure is well below the levels achieved by the Salem board and the two Marlboro executions - Lights and Generic.

On the personal relevance measure, 19% of females indicated they completely or very much identified with the board's message. Again, this figure falls below the level achieved by the Salem board, as well as the level achieved by the Marlboro Generic execution.

These female smokers indicated that they felt the main message in the Virginia Slims board was "a woman's cigarette/feminine". A secondary message that came across was quality/prestige.

In sum, the Virginia Slims board is attention-getting and memorable. It is well received, though many women have difficulty relating to the board's primary message.

2047174851

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Attention

Virginia Slims

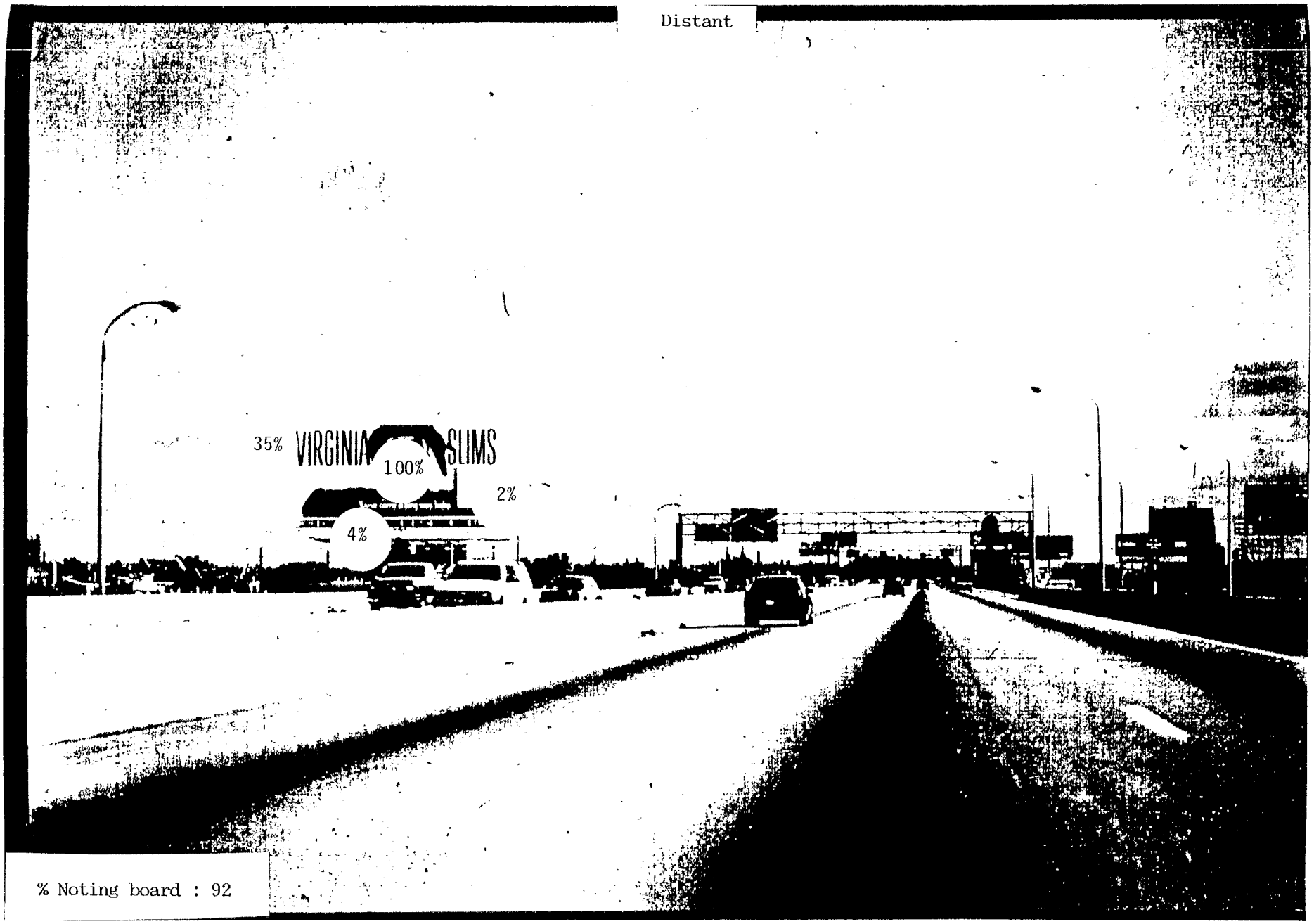
	% Noting Board	PRS Norm %	Difference
Distance	92	76	+16
Close-up	100	72	+28

Visibility of elements on the board (% noting)	Distant %	Close-Up %
Girl	100	70
Virginia Slims	35	82
Tagline	4	18
Cigarettes	2	35

2047174852

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Distant



% Noting board : 92

2047174853

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Close - up

% Noting board : 100

2047174854

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Unaided Recall

Base:	Females Marlboro Lights (77) %	Females Marlboro Generic (76) %
Salem	62	49
Virginia Slims	58	54
Miller	55	43
US Air	43	33
Capri	39	41
Marlboro	38	51
Coors Light	35	37
Bacardi Black	34	43
Marlboro Lights	32	9
Delta	31	36
L A Gear	27	13
7UP	23	20
Bugle Boy	23	18
Ford	21	17
Marlboro Red/Regular	17	20
Acura	6	16
Marlboro Net	79	75
Test Average	37	34

Q. There were a number of billboards in the slide show you just saw. For each billboard you remember, please tell me the brands or products you remember seeing.

2047174855

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Aided Recall

	Females	
Base:	Marlboro Lights (77) %	Marlboro Generic (76) %
Bugle Boy	79	80
Bacardi Black	78	82
Miller	75	62
US Air	74	67
Salem	71	59
Virginia Slims	66	64
Coors Light	62	61
Delta	61	71
7UP	60	51
Marlboro Lights	53	30
Capri	51	55
L A Gear	47	43
Marlboro	40	57
Ford	36	38
Marlboro Red/Regular	35	50
Acura	30	30
Marlboro Net	86	88
Test Average	61	59

Q. Here is a list of brand names. Some of these names appeared in the billboards you just saw, while others did not. Please tell me those which you definitely remember having seen, even though you may have mentioned them before.

2047174856

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Detailed Recall Of Virginia Slims

Base:	Females (153) %
RECALLED VIRGINIA SLIMS	65
ANY RECALL OF AD	55
Illustration	47
Woman/woman facing out	47
Hat/blonde hair/gloves	14
Product Shot/Name	22
Pack of cigarettes	15
Described pack	6
Colors	14
Red	10
White	6
Ad Copy/Message	8
You've come a long way, baby	7
NO RECALL BEYOND BRAND NAME	10
DID NOT RECALL VIRGINIA SLIMS	35

Q. You said you recalled a billboard for Virginia Slims. Please describe it to me in as much detail as possible. What do you remember about the billboard? What do you remember about the headline? What did it show? What did it say? Anything else you can remember?

2047174857

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Opinion Of Virginia Slims Billboard

	Base:	Females (153) %
Like it very much	(5)	25
Like it slightly	(4)	29
Neither like it nor dislike it	(3)	24
Dislike it slightly	(2)	8
Dislike it very much	(1)	14
Mean		3.4

Q. Now I'd like you to tell me your opinion of this billboard. Using a phrase on this card, please tell me how much you like or dislike this billboard.

2047174858

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Degree Of Personally Relating
To Virginia Slims Billboard Message

	Base:	Females (153) %	
Completely	(5)	7	19
Very much	(4)	12	
Somewhat	(3)	25	
Not very much	(2)	20	56
Not at all	(1)	36	
Mean		2.3	

Q. I'd like to know how much you feel the billboard's message seems to talk to people like you -- that is, how much you personally relate to or identify with this billboard. Would you say you personally relate to this billboard...

2047174859

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Main Idea Of Virginia Slims Billboard

Base:	Females (153) %
GAVE A MAIN IDEA	83
Image	74
Masculinity/Femininity	
A woman's cigarette/feminine	44
Quality/Prestige	29
For professional/successful/ sophisticated/high class people	16
High status/top of the line/ classy/sophisticated	14
Social Acceptance	18
For good looking people/ attractive, handsome, pretty people	17
Other Image	13
Modern/contemporary/up-to-date	11
Product Characteristics	4
Longer length/ a long, slim cigarette/120 mm	3
Miscellaneous	8
Increase awareness/sell the cigarette/ remind you of brand/show the pack	7
DID NOT GIVE A MAIN IDEA	17

Q. What do you think is the main idea of this billboard, besides getting you to buy the brand?

2047174860

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Overall Findings - Capri Outdoor Board

- Female Smokers -

The Capri outdoor board proved to be an effective stopper, whether it is at a distance or close-up. In each instance it performed well above the PRS norm (+16 and +28). The primary attention-getter on the board was the illustration of the girl. Attention to other elements on the board tended to be sparse.

Though overall attention to the Capri board was high, both unaided and aided recall performance levels fell below the standard set by Salem, Virginia Slims, and Marlboro Generic. Only 40% of women recalled the Capri board on an unaided basis and 53% after being aided. The item most often recalled from the Capri board was the illustration of the woman; specifically, the woman facing sideways.

Forty percent (40%) of the female smokers indicated they liked the Capri board. This level is far below those achieved by Salem, Virginia Slims, and Marlboro Generic.

When questioned on personal relevance, only 12% of these female smokers indicated that they related to the message contained on the board. Questioning on main idea perception indicates that the board contains no one single message.

In sum, the Capri board is attention-getting, though it fails to draw drivers to the name Capri and, accordingly, its performance levels on the recall measures are weak. When female smokers are asked to consider the board, additional deficiencies become evident. There appears to be no one single message being communicated. Accordingly, personal relevance and overall opinion of the board are low.

2047174861

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Attention

Capri

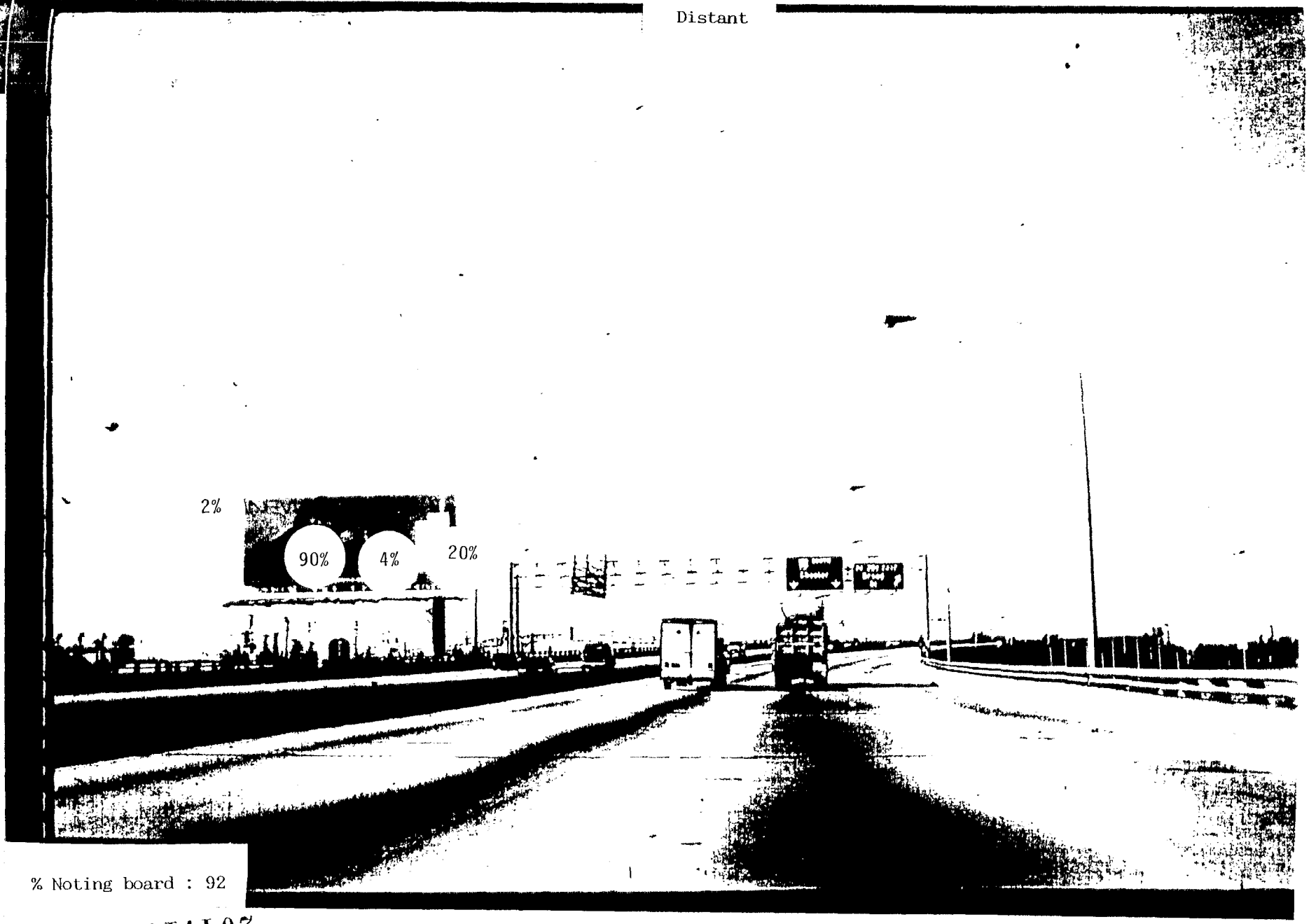
	% Noting Board	PRS Norm %	Difference
Distance	92	76	+16
Close-up	100	72	+28

Visibility of elements on the board (% noting)	Distant %	Close-Up %
Girl	90	100
Cigarette Packs	20	18
120's	4	16
New Capri	2	10

2047174862

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

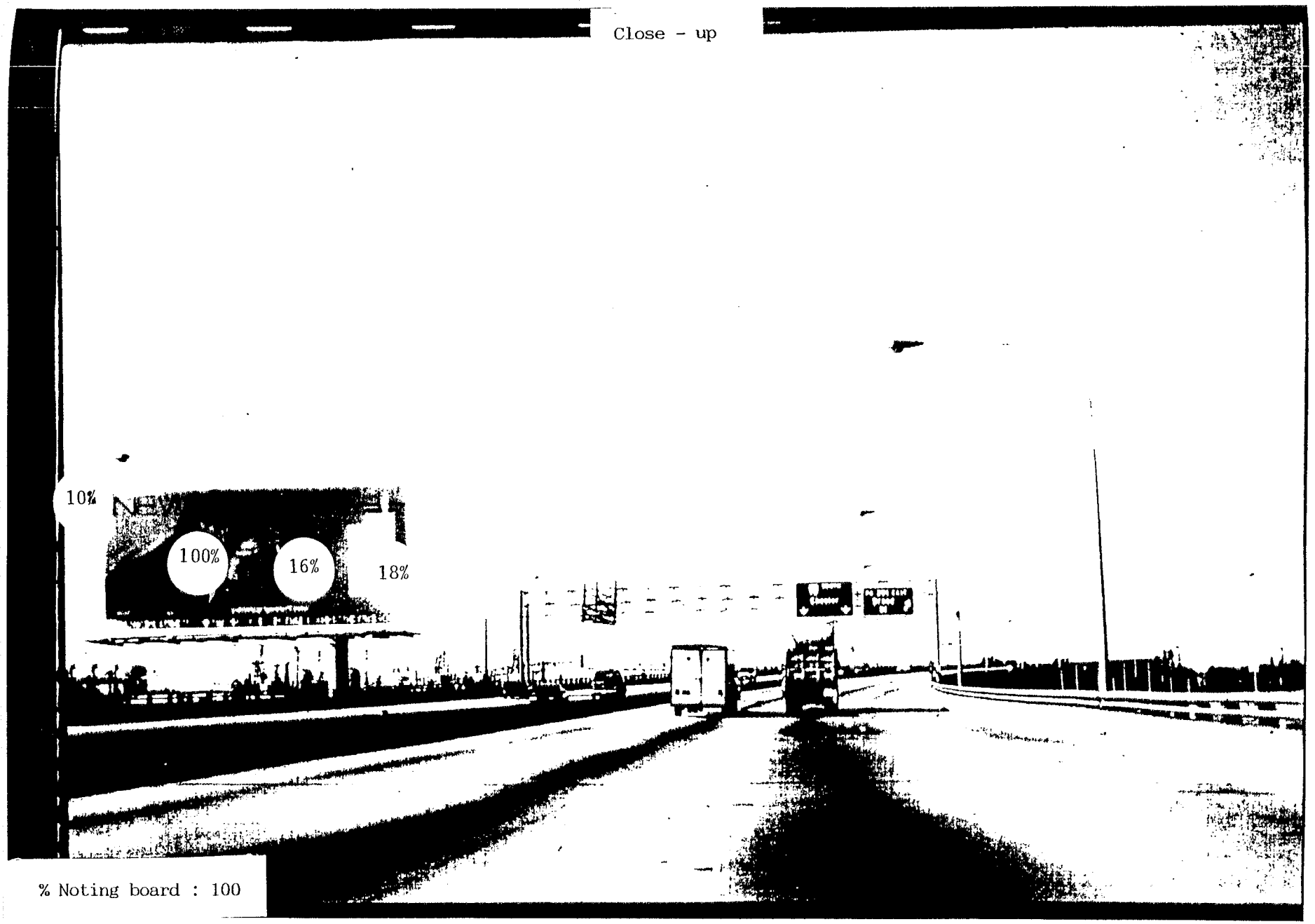
Distant



% Noting board : 92

2047174863

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000



2047174864

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Unaided Recall

Base:	Females Marlboro Lights (77) %	Females Marlboro Generic (76) %
Salem	62	49
Virginia Slims	58	54
Miller	55	43
US Air	43	33
Capri	39	41
Marlboro	38	51
Coors Light	35	37
Bacardi Black	34	43
Marlboro Lights	32	9
Delta	31	36
L A Gear	27	13
7UP	23	20
Bugle Boy	23	18
Ford	21	17
Marlboro Red/Regular	17	20
Acura	6	16
Marlboro Net	79	75
Test Average	37	34

Q. There were a number of billboards in the slide show you just saw. For each billboard you remember, please tell me the brands or products you remember seeing.

2047174865

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Aided Recall

Base:	Females Marlboro Lights (77) %	Females Marlboro Generic (76) %
Bugle Boy	79	80
Bacardi Black	78	82
Miller	75	62
US Air	74	67
Salem	71	59
Virginia Slims	66	64
Coors Light	62	61
Delta	61	71
7UP	60	51
Marlboro Lights	53	30
Capri	51	55
L A Gear	47	43
Marlboro	40	57
Ford	36	38
Marlboro Red/Regular	35	50
Acura	30	30
Marlboro Net	86	88
Test Average	61	59

Q. Here is a list of brand names. Some of these names appeared in the billboards you just saw, while others did not. Please tell me those which you definitely remember having seen, even though you may have mentioned them before.

2047174866

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Detailed Recall Of Capri

Base:	Females (153) %
RECALLED CAPRI	53
ANY RECALL OF AD	41
Illustration	24
Woman/woman facing sideways	20
Woman smoking/holding cigarette	9
Brunette/short hair/dress/laughing	3
Product Shot/Name	16
Described pack	8
Pack of cigarettes	7
Colors	11
White	5
Red	3
Other	3
Ad Copy/Message	10
120's/a long cigarette	8
New	3
NO RECALL BEYOND BRAND NAME	12
DID NOT RECALL CAPRI	47

Q. You said you recalled a billboard for Capri. Please describe it to me in as much detail as possible. What do you remember about the billboard? What do you remember about the headline? What did it show? What did it say? Anything else you can remember?

2047174867

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Opinion Of Capri Billboard

	Base:	Females (153) %
Like it very much	(5)	11
Like it slightly	(4)	29
Neither like it nor dislike it	(3)	33
Dislike it slightly	(2)	18
Dislike it very much	(1)	10
Mean		3.1

Q. Now I'd like you to tell me your opinion of this billboard. Using a phrase on this card, please tell me how much you like or dislike this billboard.

2047174868

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Degree Of Personally Relating To Capri Billboard Message

	Base:	Females (153) %	
Completely	(5)	6	12
Very much	(4)	6	
Somewhat	(3)	23	
Not very much	(2)	24	66
Not at all	(1)	42	
Mean		2.1	

Q. I'd like to know how much you feel the billboard's message seems to talk to people like you -- that is, how much you personally relate to or identify with this billboard. Would you say you personally relate to this billboard...

2047174869

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Main Idea Of Capri

Base:	Females (153) %
GAVE A MAIN IDEA	82
Image	62
Recreation/Fun/Adventure	
Associated with fun/good times/happiness	28
Masculinity/Femininity	25
A woman's cigarette/feminine	24
Social Acceptance	10
For good looking people/ attractive, handsome, pretty people	9
Quality/Prestige	6
High status/top of the line/ classy/sophisticated	4
Other Image	6
Modern/contemporary/up-to-date	2
Other	2
Product Characteristics	24
Longer length/ a long, slim cigarette/120 mm	14
A new cigarette	7
Good tasting/a good smoke	3
Better for you/not too harsh on your lungs	3
Miscellaneous	8
Increase awareness/sell the cigarette/ remind you of brand/show the pack	6
DID NOT GIVE A MAIN IDEA	18

Q. What do you think is the main idea of this billboard, besides getting you to buy the brand?

2047174870

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Overall Findings - Salem Outdoor Board

- Female Smokers -

The Salem outdoor board was effective in drawing attention both at a distance and close-up, with its performance levels far exceeding the PRS norms (+24 and +28). The PRS eye tracking showed that the drivers were drawn immediately to the woman on the board and the name Salem. Accordingly, it is not surprising that recall of Salem on both an unaided and aided basis was high (56% unaided and 65% aided).

As might be expected, the illustration showing the sun glasses, and reflections in the sun glasses, was memorable as was the face of the female model.

When smokers were asked their overall opinion of the Salem board, 39% stated they liked it very much. This figure was equal to the levels achieved by Marlboro Lights and Marlboro Generic, and well above the performance levels achieved by Virginia Slims and Capri.

On the personal relevance measure, 26% of the female smokers indicated they related to the board's message. This figure is exceeded only by the 38% level achieved by the Marlboro Generic board.

The main message being communicated by the Salem board was the characteristic - refreshing/cooling (63%). In addition, this board communicated fun/good times/ happiness.

In sum, the Salem board was a strong performer in all areas. It was attention-getting, memorable, well received, and personally relevant.

2047174871

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Attention

Salem

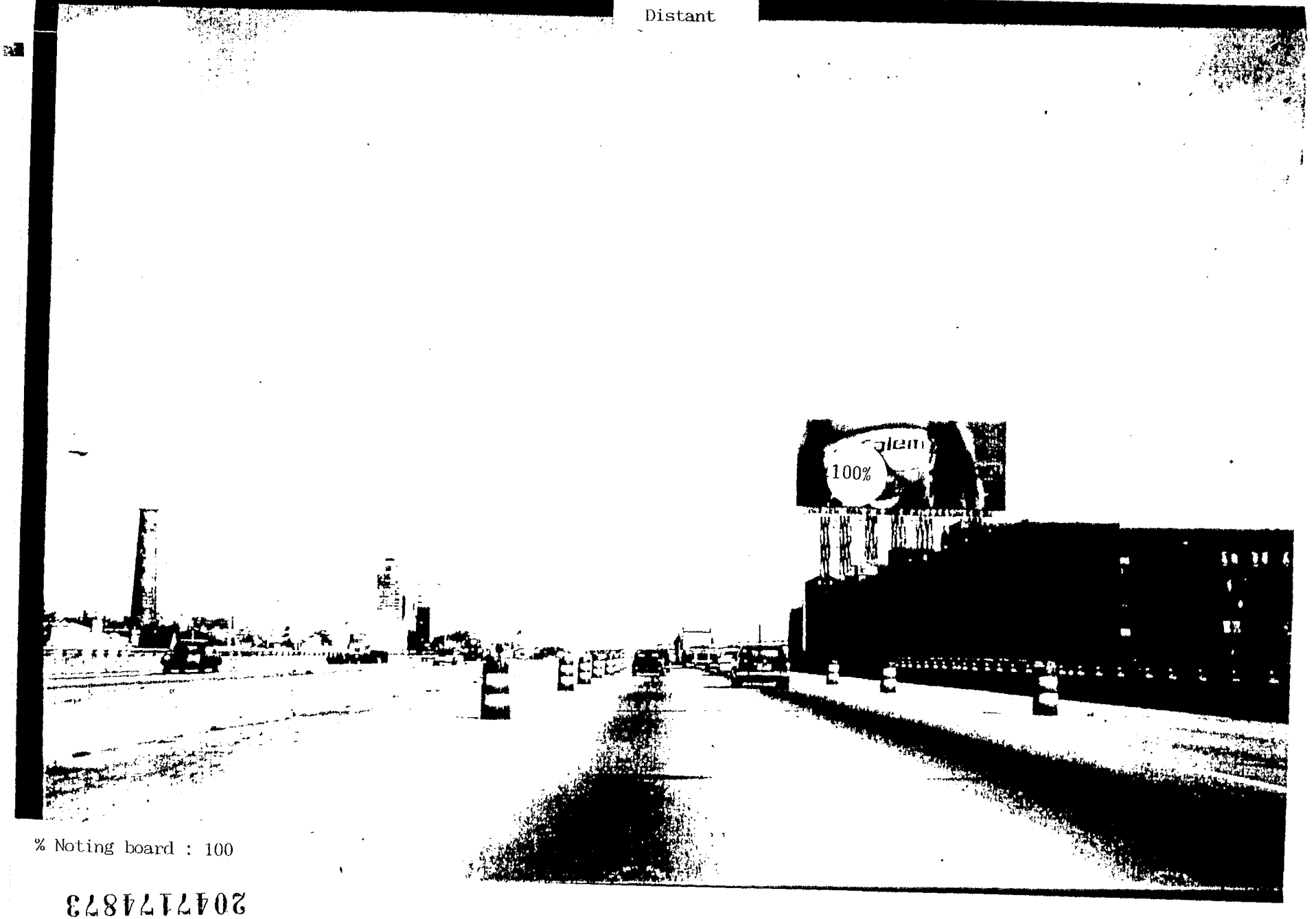
	% Noting Board	PRS Norm %	Difference
Distance	100	76	+24
Close-up	100	72	+28

Visibility of elements on the board (% noting)	Distant %	Close-Up %
Salem/Girl	100	100
The Freshest	-	16

2047174872

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Distant

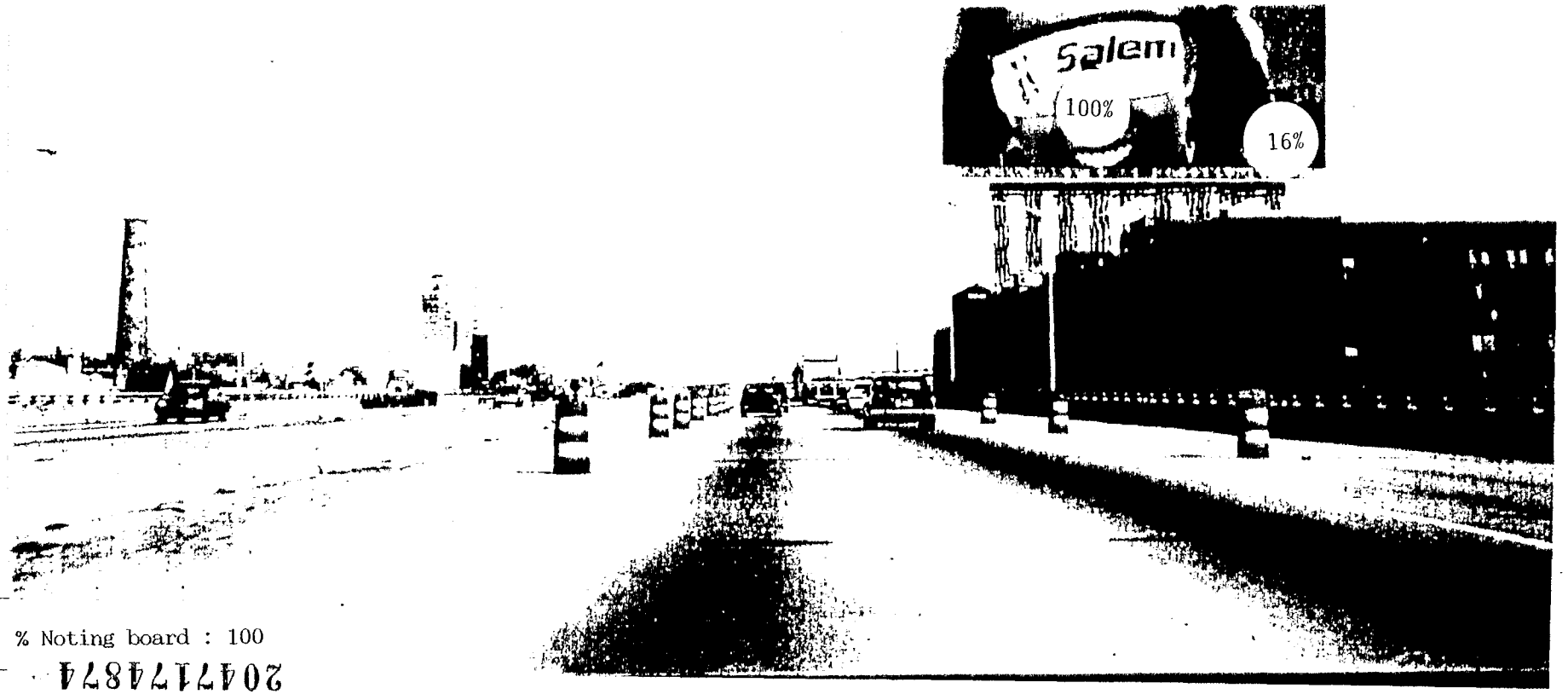


% Noting board : 100

2047174873

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Close - up



% Noting board : 100

2047174874

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Unaided Recall

	Females	
Base:	Marlboro Lights (77) %	Marlboro Generic (76) %
Salem	62	49
Virginia Slims	58	54
Miller	55	43
US Air	43	33
Capri	39	41
Marlboro	38	51
Coors Light	35	37
Bacardi Black	34	43
Marlboro Lights	32	9
Delta	31	36
L A Gear	27	13
7UP	23	20
Bugle Boy	23	18
Ford	21	17
Marlboro Red/Regular	17	20
Acura	6	16
Marlboro Net	79	75
Test Average	37	34

Q. There were a number of billboards in the slide show you just saw. For each billboard you remember, please tell me the brands or products you remember seeing.

2047174875

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Aided Recall

Base:	Females Marlboro Lights (77) %	Females Marlboro Generic (76) %
Bugle Boy	79	80
Bacardi Black	78	82
Miller	75	62
US Air	74	67
Salem	71	59
Virginia Slims	66	64
Coors Light	62	61
Delta	61	71
7UP	60	51
Marlboro Lights	53	30
Capri	51	55
L A Gear	47	43
Marlboro	40	57
Ford	36	38
Marlboro Red/Regular	35	50
Acura	30	30
Marlboro Net	86	88
Test Average	61	59

Q. Here is a list of brand names. Some of these names appeared in the billboards you just saw, while others did not. Please tell me those which you definitely remember having seen, even though you may have mentioned them before.

2047174876

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Detailed Recall Of Salem

Base:	Females (153) %
RECALLED SALEM	65
ANY RECALL OF AD	53
Illustration	42
Sunglasses/earrings/smiling	34
Reflection in sunglasses: pool/diving feet/water	31
Woman/woman facing out	29
Colors	18
Green	15
White	9
Product Shot/Name	12
Brand name in big letters	12
Ad Copy/Message	9
Refreshes/refreshing	9
NO RECALL BEYOND BRAND NAME	12
DID NOT RECALL SALEM	35

Q. You said you recalled a billboard for Salem. Please describe it to me in as much detail as possible. What do you remember about the billboard? What do you remember about the headline? What did it show? What did it say? Anything else you can remember?

2047174877

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Opinion Of Salem Billboard

	Base:	Females (153) %
Like it very much	(5)	39
Like it slightly	(4)	22
Neither like it nor dislike it	(3)	22
Dislike it slightly	(2)	7
Dislike it very much	(1)	10
Mean		3.7

Q. Now I'd like you to tell me your opinion of this billboard. Using a phrase on this card, please tell me how much you like or dislike this billboard.

2047174878

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Degree Of Personally Relating To Salem Billboard Message

	Base:	Females (153) %	
Completely	(5)	10	26
Very much	(4)	16	
Somewhat	(3)	34	
Not very much	(2)	10	40
Not at all	(1)	30	
Mean		2.7	

Q. I'd like to know how much you feel the billboard's message seems to talk to people like you -- that is, how much you personally relate to or identify with this billboard. Would you say you personally relate to this billboard . . .

2047174879

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Main Idea Of Salem Billboard

Base:	Females (153) %
GAVE A MAIN IDEA	89
Product Characteristics	65
Refreshing/cooling	63
A mentholated cigarette	9
Image	34
Recreation/Fun/Adventure	20
Associated with fun/good times/happiness	16
For people who swim/enjoy water sports	3
For sports-minded people/a sports image	2
Social Acceptance	6
People who smoke them are (or look) cool/smooth/with-it	3
For good looking people/ attractive, handsome, pretty people	3
Masculinity/Femininity	4
A woman's cigarette/feminine	4
Other Image	7
For young people	2
Miscellaneous	4
Increase awareness/sell the cigarette/ remind you of brand/show the pack	4
DID NOT GIVE A MAIN IDEA	11

Q. What do you think is the main idea of this billboard, besides getting you to buy the brand?

2047174880

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Usage

Base:	Females (153) %
Regular Brand Usage	
Marlboro	41
Virginia Slims	10
Winston	9
Benson & Hedges	8
Camel	7
Newport	7
Salem	7
Kool	4
Vantage	3
Doral	3
Merit	3
Capri	3
Alpine	2
Players Lights 25's	1
Max	1
Carlton	1
Cambridge	1
Now	1
Eve	1
Richland 25's	1
Kent	1
True	1
Bristol	1
Barclay	1
Parliament	1
Second Regular Brand Usage	
Marlboro	12
Doral	3
Camel	3
Alpine	2
Capri	1
Eve	1
Carlton	1
Virginia Slims	1
Benson & Hedges	1
Kool	1
Cambridge	1
Max	1
Merit	1

cont'd

2047174881

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Usage--Cont'd

		Females (153) %
Base:		
Second Regular Brand Usage--Cont'd		
Richland 25's		1
Vantage		1
Belair (Price/Value)		1
Winston		1
Store brand		1
Length Of Time Smoked Regular Brand		
Less than 6 months	(1)	8
6 months to 1 year	(2)	7
1-2 years	(3)	13
3-4 years	(4)	14
5 years or more	(5)	57
Mean		4.0
Pack vs. Carton Purchasers		
By the pack only		34
By the carton only		27
Both ways		39
Box vs. Soft Pack Purchasers		
Box		63
Soft Pack		37
Alternative Brand To Regular Brand		
YES BUY ANOTHER BRAND		51
Marlboro		13
Camel		6
Virginia Slims		6
Newport		4
Benson & Hedges		4
Salem		3
Doral		3
Kool		3
Winston		3
Capri		2
Merit		2
Parliament		1
Cambridge		1

cont'd

2047174882

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Usage--Cont'd

Base:	Females (153) %
Alternative Brand To Regular Brand--Cont'd	
Belair (Price/Value)	1
Pall Mall	1
Malibu	1
Richland 20's	1
Richland 25's	1
Bristol	1
Eve	1
More	1
Store brand	1
Use Of Cents Off Coupons Found On Packs Or Cartons To Purchase Cigarettes In The Past 3 Months	
Yes	27
No	73
Use Of Cents Off Coupons Found On Packs Or Cartons To Purchase Cigarettes That Are Not Regular Brand	
Yes	9
No	18
Use Of Cents Off Coupons Found In Newspaper, Magazine, Newspaper Or Magazine Insert Or Received In The Mail	
Yes	22
Used for brands other than regular brand	10
Not used for brands other than regular brand	10
No	78
Used 2 Or 3 Packs For The Price Of One Deals In The Past 3 Months	
Yes	29
Used for brands other than regular brand	14
Not used for brands other than regular brand	15
No	71

cont'd

2047174883

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Usage--Cont'd

Base:	Females (153) %
Beer Consumption	
Yes	47
Brands	
Budweiser	11
Miller - all other mentions	10
Miller Genuine Draft	5
Coors Light	5
Bud Light	3
Coors - all other mentions	1
Michelob Light	1
Corona	1
Bud Dry	1
Other	8
No	53
Brand Of Atheletic Shoes Worn Most Often	
Reebok	31
Nike	18
LA Gear	14
Keds	6
Avia	1
K-Swiss	1
Other	16
Don't Know/None/No Answer	13
Make Of Car Owned	
Domestic	63
Ford - all other mentions	16
Chevrolet	12
Oldsmobile	8
Pontiac	8
Plymouth	3
Dodge	3
Chrysler	3
Buick	3
Mercury	2
Cadillac	1
Lincoln	1
Ford Escort	1
Other	5
Imports	38
Datsun/Nissan	9
Toyota	7

cont'd

2047174884

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Usage--Cont'd

	Females
Base:	(153)
	%
Make Of Car Owned - cont'd	
Mazda	5
Honda	3
Hyundai	2
Volkswagen	2
Other	11
None/No Answer	3

2047174885

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Classification

	Females (153) %
Base:	
NUMBER OF CIGARETTES SMOKED IN AN AVERAGE DAY	
11-15	37
16-20	35
21-25	6
26-30	8
31-35	1
36-40	8
41-50	3
51-60	3
Over 60	-
AGE	
18-24	39
25-29	10
30-35	8
36-39	17
40-44	8
45-49	11
50-54	6
MARITAL STATUS	
Married	32
Single	53
Separated	3
Divorced	9
Widowed	2
Refused	1
EDUCATION	
Some high school or less	14
Graduated high school	35
Trade school or vocational school beyond high school	4
Some college (less than 4 years)	33
Graduated college	11
Post-graduate work	3
EMPLOYMENT	
Full-time	50
Part-time	16
Not employed	34

cont'd

2047174886

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Classification--Cont'd

	Females
Base:	(153)
	%
OCCUPATION	
White collar/clerical	25
Managerial/executive	10
Unskilled blue collar/operatives	7
Sales	7
Professional	5
Skilled blue collar/crafts	3
Service workers/uniforms	3
Self-employed/proprietary	2
Technical	1
Creative	1
Other	2
Refused/No Answer	1
HOUSEHOLD INCOME	
Under $10,000	9
$10,000-$19,999	13
$20,000-$29,999	20
$30,000-$39,999	13
$40,000-$49,999	9
$50,000 or more	21
Don't know	7
Refused	8
RACE	
White	87
Black	10
Hispanic	3
Asian	1

2047174887

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

The Questionnaire

2047174888

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Perception Research Services, Inc.
440 Sylvan Avenue
Englewood Cliffs, New Jersey 07632

Job #405-1-OA-1090
April, 1991

FOR OFFICE USE ONLY:

_____
(1-4)

Resp.#_____ (5-7)

Phase#: -1 (8)

EM#1 Rot.#: -1; -2 (9)

Loc.: FL -1; CA -2; BS -3; CH -4;
PH -5; HS -6 (10)

Order: -1; -2; -3; -4 (11)

Usage: Non-Menthol -2 (12)

Sex: Male -1 (13)

Age: 18-35 -1 (14)

Version: A -1; B -2 (15)
(SKIP COLS. 16-17)

Outdoor Test
Screening Questionnaire
(MALES)

RECORD SEX/CHECK QUOTAS.
MALES MUST BE PHASE 1

Good morning/afternoon/evening. I am _____ from Perception Research Services. We are conducting a survey on consumers' reactions to various products. Could you spare a few minutes to answer some questions. Your opinion is important.

1. Have you been interviewed for a market research survey during the past 6 months?

Yes -1 -- (TERMINATE) No -2 -- (CONTINUE)

2. Do you, or does any member of your household, work for...(READ LIST.)

An advertising agency -1
A company engaged in market research -2 --(TERMINATE)
A manufacturer, distributor or retailer of cigarettes or tobacco products -3

A manufacturer, distributor or retailer of liquor or distilled spirits -4 --(CONTINUE)
A manufacturer, distributor or retailer of gasoline products -5

3. Into which of these age classifications do you fall? (READ LIST. CIRCLE RESPONSE.)

Under 18 -- (TERMINATE)
18-24 -1
25-29 -2
30-35 -3
36-39
40-44
45-49 --(TERMINATE)
50-54
55 OR MORE
(DO NOT READ)--Refused

(18)

CHECK QUOTAS. PHASE 1 = 18-35 (ALL MALES). CHECK QUOTAS FOR 18-24 AND 25-35.
NOTE: ANY MALES OVER 35 TERMINATE.

2047174889

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Screening Questionnaire--Cont'd

4. I am going to read you a list of activities. Please tell me whether or not you do any of these. (READ LIST, CIRCLE RESPONSE.)

Drink liquor, distilled spirits, beer or wine	-1	Take photographs	-4
Smoke filter cigarettes	-2*	East at fast food restaurants	-5
Drive a car	-3*		

* MUST "SMOKE FILTER CIGARETTES" AND "DRIVE A CAR". IF NOT, TERMINATE.

5. You said you drive a car.

5a. What make of car do you drive?

_____
(RECORD VERBATIM)

5b. Is that a 2-door or 4-door model? (CIRCLE RESPONSE.)

2-Door	-1
4-Door	-2

5c. What brand of gasoline do you buy most often?

_____
(RECORD VERBATIM)

6. You said you smoke cigarettes.

6a. How many cigarettes do you smoke in an average day? (CIRCLE ONE RESPONSE: DO NOT READ LIST.)

Under 10	--(TERMINATE)	(19)
11-15	-1	
16-20	-2	
21-25	-3	
26-30	-4	
31-35	-5	
36-40	-6	
41-50	-7	
51-60	-8	
Over 60	-9	

* MUST SMOKE AT LEAST 11 CIGARETTES IN AN AVERAGE DAY. IF NOT, TERMINATE.

6b. Do you smoke menthol or non-menthol cigarettes? (CIRCLE RESPONSE.)

Menthol -1 (TERMINATE) Non-Menthol -2 (20)

PHASE 1: MUST BE NON-MENTHOL.

IF RESPONDENT QUALIFIES AND AGREES TO INTERVIEW, ESCORT TO TEST CENTER.

2047174890

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Perception Research Services, Inc.
440 Sylvan Avenue
Englewood Cliffs, New Jersey 07632

Job #405-1-OA-1090
April, 1991

FOR OFFICE USE ONLY:

_____

(1-4)

Resp.#_____ (5-7)

Phase#: -2 (8)

EM#1 Rot.#: -1; -2 (9)

Loc.: FL -1; CA -2; BS -3; CH -4;
PH -5; HS -6 (10)

Order: -1; -2; -3; -4 (11)

Usage: Menthol -1; Non-Menthol -2 (12)

Sex: Female -2 (13)

Age: 18-35 -1; 36-54 -2 (14)

Version: A -1; B -2 (15)
(SKIP COLS. 16-17)

Outdoor Test
Screening Questionnaire
(FEMALES)

RECORD SEX/CHECK QUOTAS.
FEMALES MUST BE PHASE 2

Good morning/afternoon/evening. I am _____ from Perception Research Services. We are conducting a survey on consumers' reactions to various products. Could you spare a few minutes to answer some questions. Your opinion is important.

1. Have you been interviewed for a market research survey during the past 6 months?

Yes -1 -- (TERMINATE) No -2 -- (CONTINUE)

2. Do you, or does any member of your household, work for...(READ LIST.)

An advertising agency -1
A company engaged in market research -2 --(TERMINATE)
A manufacturer, distributor or retailer of cigarettes or tobacco products -3

A manufacturer, distributor or retailer of liquor or distilled spirits -4
A manufacturer, distributor or retailer of gasoline products -5 --(CONTINUE)

3. Into which of these age classifications do you fall? (READ LIST. CIRCLE RESPONSE.)

Under 18 -- (TERMINATE)
18-24 -1
25-29 -2
30-35 -3
36-39 -4 (18)
40-44 -5
45-49 -6
50-54 -7
55 OR MORE --(TERMINATE)
(DO NOT READ)--Refused

CHECK QUOTAS. PHASE 2 = 18-54 (ALL FEMALES). CHECK QUOTAS FOR 18-35 AND 36-54.

2047174891

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Screening Questionnaire--Cont'd

4. I am going to read you a list of activities. Please tell me whether or not you do any of these. (READ LIST, CIRCLE RESPONSE.)

Drink liquor, distilled spirits, beer or wine	-1	Take photographs	-4
Smoke filter cigarettes	-2*	East at fast food restaurants	-5
Drive a car	-3*		

* MUST "SMOKE FILTER CIGARETTES" AND "DRIVE A CAR". IF NOT, TERMINATE.

5. You said you drive a car.

5a. What make of car do you drive?

_____
(RECORD VERBATIM)

5b. Is that a 2-door or 4-door model? (CIRCLE RESPONSE.)

2-Door -1

4-Door -2

5c. What brand of gasoline do you buy most often?

_____
(RECORD VERBATIM)

6. You said you smoke cigarettes.

6a. How many cigarettes do you smoke in an average day? (CIRCLE ONE RESPONSE: DO NOT READ LIST.)

Under 10	--(TERMINATE)	(19)
11-15	-1	
16-20	-2	
21-25	-3	
26-30	-4	
31-35	-5	
36-40	-6	
41-50	-7	
51-60	-8	
Over 60	-9	

* MUST SMOKE AT LEAST 11 CIGARETTES IN AN AVERAGE DAY. IF NOT, TERMINATE.

6b. Do you smoke menthol or non-menthol cigarettes? (CIRCLE RESPONSE.)

Menthol -1 Non-Menthol -2 (20)

PHASE 2: CHECK QUOTAS FOR MENTHOL/NON-MENTHOL.

IF RESPONDENT QUALIFIES AND AGREES TO INTERVIEW, ESCORT TO TEST CENTER.

2047174892

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Perception Research Services, Inc.
440 Sylvan Avenue
Englewood Cliffs, New Jersey 07632

Job #405-1-OA-1090
April, 1991

Time Began: _____

Resp.#_____

Phase#: -1

EM#1 Rot.#: -1; -2

Loc.: FL -1; CA -2; BS -3; CH -4; PH -5; HS -6

Order: -1; -2; -3; 4

Usage: Non-Menthol -2

Sex: Male -1

Age: 18-35 -1

Version: A -1

Outdoor Test
Main Questionnaire

BE SURE YOU AND THE EYE TRACKING OPERATOR AGREE ON RESPONDENT NUMBER. REVIEW SLIDE SERIES TO BE SHOWN. THEN INVITE RESPONDENT INTO EYE TRACKING BOOTH AND INSTRUCT RESPONDENT AS FOLLOWS:

7. We are going to take you on a visual road trip. On this trip you will see various street scenes, highway scenes, and so on. Just look at these scenes as you might normally if you saw them while riding in an automobile. We are going to ask you about these scenes a little later. I will tell you when the slide series is finished.

EXPOSURE TIME TO BE CONTROLLED AT 3 SECONDS PER SLIDE. WHEN VIEWING IS COMPLETE, ESCORT RESPONDENT TO INTERVIEWING BOOTH.

2047174893

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

#405-1-0A-1090
PHASE 1
VERSIONS A & B

7a. There were a number of billboards in the slide show you just saw. For each billboard you remember, please tell me the brands or products you remember seeing. (CIRCLE RESPONSES BELOW UNDER Q7a UNAIDED.)

7b. (HAND RESPONDENT CARD A1.) Here is a list of brand names. Some of these names appeared in the billboards you just saw, while others did not. Please tell me those which you definitely remember having seen, even though you may have mentioned them before. (CIRCLE NAME SELECTED BY RESPONDENT BELOW UNDER Q7b AIDED.)

	Q7a Unaided Recall	Q7b Aided Recall
Acura	-1 (21)	-1 (23)
Bacardi Black	-2	-2
Bucks _____ (RECORD VERBATIM)	-3	-3
Bugle Boy	-4	-4
Camel _____ (RECORD VERBATIM)	-5	-5
Coors Light	-6	-6
Corona	-7	-7
Delta	-8	-8
Ford	-9	-9
L A Gear	-0	-0
Magna _____ (RECORD VERBATIM)	-x	-x
Marlboro (Unspecified)	-y	-y
Marlboro Lights _____ (RECORD VERBATIM)	-1(22)	-1 (24)
Marlboro Red/Regular _____ (RECORD VERBATIM)	-2	-2
Miller	-3	-3
Tastykake	-4	-4
US Air	-5	-5
7UP	-6	-6

25-
26-
27-
28-
29-

2047174894

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Job #405-1-OA-1090
PHASE 1
VERSION A

IF "MARLBORO RED/REGULAR" RECALLED IN Q7a OR Q7b ASK Q8a

IF "CAMEL" RECALLED IN Q7a OR Q7b ASK Q8b

IF "MAGNA" RECALLED IN Q7a OR Q7b ASK Q8c

IF "BUCKS" RECALLED IN Q7a OR Q7b ASK Q8d.

ROTATE ORDER OF ASKING Q8a, Q8b, Q8c, Q8d BY RANDOMLY CHECKING STARTING POINT ON EACH QUESTIONNAIRE. THEN GO DOWN IN ORDER AND THEN BACK UP TO THE TOP ASKING EACH QUESTION THAT APPLIES.

( )8a. (ASK IF "MARLBORO RED/REGULAR" RECALLED IN Q7a or Q7b.) You said you recalled a billboard for Marlboro Red/Regular. Please describe it to me in as much detail as possible. What do you remember about the billboard? What do you remember about the headline? What did it show? What did it say? Anything else you can remember? (RECORD RESPONSE VERBATIM)

30-

31-

32-

33-

34-

35-

36-

( )8b. (ASK IF "CAMEL" RECALLED IN Q7a or Q7b.) You said you recalled a billboard for Camel. Please describe it to me in as much detail as possible. What do you remember about the billboard? What do you remember about the headline? What did it show? What did it say? Anything else you can remember? (RECORD RESPONSE VERBATIM)

37-

38-

39-

40-

41-

42-

43-

2047474895

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

( )8c. (ASK IF "MAGNA" RECALLED IN Q7a or Q7b.) You said you recalled a billboard for Magna. Please describe it to me in as much detail as possible. What do you remember about the billboard? What do you remember about the headline? What did it show? What did it say? Anything else you can remember? (RECORD RESPONSE VERBATIM)

44-

45-

46-

47-

48-

49-

50-

( )8d. (ASK IF "BUCKS" RECALLED IN Q7a or Q7b.) You said you recalled a billboard for Bucks. Please describe it to me in as much detail as possible. What do you remember about the billboard? What do you remember about the headline? What did it show? What did it say? Anything else you can remember? (RECORD RESPONSE VERBATIM)

51-

52-

53-

54-

55-

56-

57-

2047174896

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

PROJECT THE CLOSE-UP SLIDE OF "MARLBORO RED" AS SEEN IN EYE TRACKING -- SLIDE MR
ALLOW RESPONDENT TIME TO THOROUGHLY EXAMINE. LEAVE IN VIEW THROUGH Q9c.

9a. (HAND RESPONDENT CARD C) Now I'd like you to tell me your opinion of this billboard. Using a phrase on this card, please tell me how much you like or dislike this billboard. (CIRCLE RESPONSE.)

Like it very much	-5	(58)
Like it slightly	-4	
Neither like it nor dislike it	-3	
Dislike it slightly	-2	
Dislike it very much	-1	

9b. I'd like to know how much you feel the billboard's message seems to talk to people like you -- that is, how much you personally relate to or identify with this billboard. Would you say you personally relate to this billboard . . . (READ LIST. CIRCLE RESPONSE.)

Completely	-5	(59)
Very much	-4	
Somewhat	-3	
Not very much, or	-2	
Not at all	-1	

9c. What do you think is the main idea of this billboard, besides getting you to buy the brand? (PROBE THOROUGHLY FOR SPECIFICS FOR MAIN IDEA ONLY! RECORD RESPONSE VERBATIM).

60-
61-
62-
63-
64-
65-
66-

2047174897

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

PHASE 1
ORDER 1
Job #405-1-OA-1090

PROJECT THE CLOSE-UP SLIDE OF "CAMEL" AS SEEN IN EYE TRACKING -- SLIDE CM
ALLOW RESPONDENT TIME TO THOROUGHLY EXAMINE. LEAVE IN VIEW THROUGH Q10c.

10a. (HAND RESPONDENT CARD C.) Now I'd like you to tell me your opinion of this billboard. Using a phrase on this card, please tell me how much you like or dislike this billboard. (CIRCLE RESPONSE.)

Like it very much	-5	(67)
Like it slightly	-4	
Neither like it nor dislike it	-3	
Dislike it slightly	-2	
Dislike it very much	-1	

10b. I'd like to know how much you feel the billboard's message seems to talk to people like you -- that is, how much you personally relate to or identify with this billboard. Would you say you personally relate to this billboard . . . (READ LIST. CIRCLE RESPONSE.)

Completely	-5	(68)
Very much	-4	
Somewhat	-3	
Not very much, or	-2	
Not at all	-1	

10c. What do you think is the main idea of this billboard, besides getting you to buy the brand? (PROBE THOROUGHLY FOR SPECIFICS FOR MAIN IDEA ONLY! RECORD RESPONSE VERBATIM).

69-
70-
71-
72-
73-
74-
75-

SKIP COLS. 76-79
COL 80 = 1
END CARD I.
BEGIN CARD II
DUP COLS. 1-4

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Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

PROJECT THE CLOSE-UP SLIDE OF "MAGNA" AS SEEN IN EYE TRACKING -- SLIDE GN
ALLOW RESPONDENT TIME TO THOROUGHLY EXAMINE. LEAVE IN VIEW THROUGH Q11c.

11a. (HAND RESPONDENT CARD C.) Now I'd like you to tell me your opinion of this billboard. Using a phrase on this card, please tell me how much you like or dislike this billboard. (CIRCLE RESPONSE.)

Like it very much	-5	(5)
Like it slightly	-4	
Neither like it nor dislike it	-3	
Dislike it slightly	-2	
Dislike it very much	-1	

11b. I'd like to know how much you feel the billboard's message seems to talk to people like you -- that is, how much you personally relate to or identify with this billboard. Would you say you personally relate to this billboard . . . (READ LIST. CIRCLE RESPONSE.)

Completely	-5	(6)
Very much	-4	
Somewhat	-3	
Not very much, or	-2	
Not at all	-1	

11c. What do you think is the main idea of this billboard, besides getting you to buy the brand? (PROBE THOROUGHLY FOR SPECIFICS FOR MAIN IDEA ONLY! RECORD RESPONSE VERBATIM).

7-

8-

9-

10-

11-

12-

13-

2047174899

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

PROJECT THE CLOSE-UP SLIDE OF "BUCKS" AS SEEN IN EYE TRACKING -- SLIDE BK
ALLOW RESPONDENT TIME TO THOROUGHLY EXAMINE. LEAVE IN VIEW THROUGH Q12c.

12a. (HAND RESPONDENT CARD C.) Now I'd like you to tell me your opinion of this billboard. Using a phrase on this card, please tell me how much you like or dislike this billboard. (CIRCLE RESPONSE.)

Like it very much	-5	(14)
Like it slightly	-4	
Neither like it nor dislike it	-3	
Dislike it slightly	-2	
Dislike it very much	-1	

12b. I'd like to know how much you feel the billboard's message seems to talk to people like you -- that is, how much you personally relate to or identify with this billboard. Would you say you personally relate to this billboard . . . (READ LIST. CIRCLE RESPONSE.)

Completely	-5	(15)
Very much	-4	
Somewhat	-3	
Not very much, or	-2	
Not at all	-1	

12c. What do you think is the main idea of this billboard, besides getting you to buy the brand? (PROBE THOROUGHLY FOR SPECIFICS FOR MAIN IDEA ONLY! RECORD RESPONSE VERBATIM).

16-

17-

18-

19-

20-

21-

22-

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Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

And now just a few questions for classification purposes.

C1. (HAND RESPONDENT CARD D.) Looking at this card, please tell me the code which represents your regular brand of cigarettes, that is the brand you smoke most often? (BE SURE RESPONDENT GIVES YOU THE EXACT LETTER(S) AND NUMBER FOR THE BRAND SMOKED MOST OFTEN. YOU MUST RECORD ENTIRE CODE (LETTER(S) AND NUMBER.)

_____

_____

IF MORE THAN ONE IS MENTIONED, ASK QC2. OTHERWISE SKIP TO QC3.

C2. Of the brands you just mentioned, which one do you smoke the most?

_____ 23-
24-
25-

C3. How long have you smoked your regular brand?

Less than 6 months	-1	(26)
6 months to 1 year	-2	
1-2 years	-3	
3-4 years	-4	
5 years or more	-5	

C4. And how do you usually purchase your cigarettes? Do you usually purchase them...?

By the pack only	-1	(27)
By the carton only	-2	
or		
Both ways	-3	

C5. Do you usually buy your regular brand in a box or a soft pack?

Box	-1	(28)
Soft Pack	-2	

C6. Is there another brand of cigarettes that you buy from time to time besides your regular brand?

Yes -1 (29) (IF YES, ASK C7, OTHERWISE SKIP TO QC8)

No -2

C7. What brand is that?

_____ 30-
31-
_____ 32-

C8. In the past 7 days, about how many packs of the other brand listed above have you bought for yourself?

_____ (33/34)

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Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

C9. There are different types of coupons for cigarettes -- some you cut out of a newspaper or magazine, some you receive in the mail and some come on the pack or coupon of cigarettes.

In the past 3 months, have you used any money-off coupons that were already on the pack or carton to purchase cigarettes?

Yes -1 (ASK C10) No -2 (SKIP TO C11) (35)

C10. Were any of these coupons for brands other than your regular brand?

Yes -1 No -2 (36)

C11. In the past 3 months, have you used any money-off coupons that you clipped out of a newspaper or magazine or from an insert in a newspaper or magazine or that you received in the mail?

Yes -1 (ASK C12) No -2 (SKIP TO C13) (37)

C12. Were any of these coupons for brands other than your regular brand?

Yes -1 No -2 (38)

C13. In the past 3 months, have you taken advantage of any deal where you get two or three packs for the price of one?

Yes -1 (ASK C14) No -2 (SKIP TO C15) (39)

C14. Was that for any brand other than your regular brand?

Yes -1 No -2 (40)

C15. Do you drink beer?

Yes -1 No -2 (41)

C16. What one brand of beer do you drink most often?

_____ 42-
43-

C17. What brand of athletic shoes do you wear most often?

_____ 44-
45-

C18. What make of car do you own?

_____ 46-

_____ 47-

C19. What is your marital status? (DO NOT READ LIST. CIRCLE MOST APPROPRIATE RESPONSE.)

Married	-1	Divorced	-4	(48)
Single	-2	Widowed	-5	
Separated	-3	Refused	-6	

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Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

C20. What is the last year of schooling that you completed? (DO NOT READ LIST. CIRCLE MOST APPROPRIATE RESPONSE.)

Some high school or less	-1	Some college (less than 4 years)	-4	(49)
Graduated high school	-2	Graduated college	-5	
Trade school or vocational school beyond high school	-3	Post-graduate work	-6	
		Refused	-7	

C21. Are you employed full-time, part-time or not employed? (CIRCLE RESPONSE.)

Full-time -1 Part-time -2 Not employed -3 (50)

C22. (ASK IF "FULL-TIME" OR "PART-TIME" IN C21.) What is your occupation? (RECORD VERBATIM.)

_____ 51-

C23. (HAND RESPONDENT CARD E.) Please tell me the letter which represents the total annual income for you household. (CIRCLE RESPONSE.)

A. Under $10,000	-1	E. $40,000-49,999	-5	(52)
B. $10,000-$19,999	-2	F. $50,000 or more	-6	
C. $20,000-29,999	-3	G. Don't know	-7	
D. $30,000-39,999	-4	H. Refused	-8	

C24. (HAND RESPONDENT CARD F.) Please tell me the letter which represents your race. (CIRCLE RESPONSE.)

A. Black -1 (53)

B. Hispanic -2

C. Oriental -3

D. White -4

Other: _____ 54-
(Specify)

Thank respondent for his/her time and cooperation.

RESPONDENT'S NAME: _____

ADDRESS (STREET:)_____(TOWN)_____

ADDRESS (STATE:)_____(ZIP)_____

TELEPHONE NUMBER: (AREA CODE) ( )_____

INTERVIEWER'S NAME:_____(DATE)_____

TIME ENDED:_____

LENGTH OF INTERVIEW_____(55/56)
(IN MINUTES)

SKIP COLS. 57-79
COL 80 = 2
END CARD II

20171903

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

CARD A1

Acura

Bacardi Black

Bucks

Bugle Boy

Camel

Coors Light

Delta

Ford

L A Gear

Magna

Marlboro Red

Marlboro Lights

Both Marlboro Lights & Marlboro Red

Miller

US Air

7UP

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2047174904

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

CARD A2

Acura

Bacardi Black

Bugle Boy

Capri

Coors Light

Delta

Ford

L A Gear

Marlboro Red

Marlboro Lights

Both Marlboro Lights & Marlboro Red

Miller

Salem

US Air

Virginia Slims

7UP

#405-1-OA-1090

2047174905

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

CARD C

Like it very much

Like it slightly

Neither like it nor dislike it

Dislike it slightly

Dislike it very much

#405-1-OA-1090

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Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

Card D

CIGARETTE BRANDS

ALPINE: A-	1 Kings	FM
	2 100's	FM
	3 Lights Kings	LM
	4 Lights 100's	LM
AMERICAN: B-	1 Filter Kings	FR
	2 Filter 100's	FR
	3 Lights Kings	LR
	4 Lights 100's	LR
	5 Lights 100's Menthol	LM
BARCLAY: C-	1 Kings Regular	UR
	2 Kings Menthol	UM
	3 100's Regular	UR
	4 100's Menthol	UM
BELAIR Full Margin): D-	1 Kings	LM
	2 100's	LM
BELAIR Price/Value): E-	1 Kings	FM
	2 Lights Kings	LM
	3 100's	FM
	4 Lights 100's	LM
BENSON & HEDGES F-	1 100's Regular	FR
	2 100's Menthol	FM
	3 Lights 100's Regular	LR
	4 Lights 100's Menthol	LM
	5 Ultra Lights Regular	UR
	6 Ultra Lights Menthol	UM
	7 Kings (not 100's)	FR
BRISTOL: G-	1 Lights Kings	LR
	2 Lights Kings Menthol	LM
	3 Lights 100's	LR
	4 Lights 100's Menthol	LM
CAMBRIDGE: H-	1 Full Flavor Kings	FR
	2 Full Flavor 100's	FR
	3 Lights Kings Regular	LR
	4 Lights Kings Menthol	LM
	5 Lights 100's Regular	LR
	6 Lights 100's Menthol	LM
	7 Ultra Lights 100's	UR
CAMEL: I-	1 Non-Filter	
	2 Filter Kings	FR
	3 Filter 100's	FR
	4 Lights Kings	LR
	5 Lights 100's	LR
CAPRI: J-	1 100's Regular	LR
	2 100's Menthol	LM
CARLTON: K-	1 Kings Regular	UR
	2 Kings Menthol	UM
	3 100's Regular	UR
	4 100's Menthol	UM
	5 Slims 100's Regular	UR
	6 Slims 100's Menthol	UM
	7 120's Regular	UR
	8 120's Menthol	UM
CENTURY 25's: L-	1 Kings Regular	FR
	2 100's Regular	FR
	3 Lights Kings	LR
	4 Lights 100's Regular	LR
	5 Lights 100's Menthol	LM
CHESTERFIELD: M-	1 Non-Filter	
	2 Lights Kings	LR
	3 Lights 100's	LR
CORAL: N-	1 Kings Regular	FR
	2 Kings Menthol	FM
	3 100's Regular	FR
	4 100's Menthol	FM
	5 Lights Kings Regular	LR
	6 Lights Kings Menthol	LM
	7 Lights 100's Regular	LR
	8 Lights 100's Menthol	LM
	9 Ultra Lights Kings	UR
	10 Ultra Lights 100's Reg	UR
EVE: O-	1 Slim Lights 100's Reg	LR
	2 Slim Lights 100's Men	LM
	3 Lights 120's Regular	LR
	4 Lights 120's Menthol	LM
	5 Ultra Lights 120 Reg	UR
	6 Ultra Lights 120 Men	UM
FALCON LIGHTS: P-	1 Kings Regular	LR
	2 Kings Menthol	LM
	3 100's Regular	LR
	4 100's Menthol	LM
KENT GOLDEN LIGHTS: Q-	1 Kings Regular	LR
	2 Kings Menthol	LM
	3 100's Regular	LR
	4 100's Menthol	LM
KENT: R-	1 Kings	LR
	2 100's Regular	LR
	3 100's Menthol	LM
	4 Kent III Kings Regular	UR
	5 Kent III 100's Regular	UR
KOOL: S-	1 Non-Filter	
	2 Filter Kings	FM
	3 100's	FM
	4 Milds Kings	LM
	5 Milds 100's	LM
	6 Lights Kings	LM
	7 Lights 100's	LM
	8 Ultra Lights Kings	UM
	9 Ultra Lights 100's	UM

L&M: T-	1 Kings	FR
	2 100's	FR
	3 Flavor Lights 100's	LR
LARK: U-	1 Kings	FR
	2 100's	FR
	3 Lights Kings	LR
	4 Lights 100's	LR
LUCKY STRIKE V-	1 Non-Filter	
	2 Filter Kings	LR
	3 100's Regular	FR
	4 100's Menthol	LM
	5 Lights Kings	LR
	6 Lights 100's	LR
MAGNA: W-	1 Kings	FR
	2 Lights Kings	LR
MALIBU: X-	1 Kings Regular	FR
	2 Kings Menthol	FM
	3 100's Regular	LR
	4 100's Menthol	LM
	5 Lights Kings Regular	LR
	6 Lights 100's Regular	LR
	7 Ultra 100's	UR
MARLBORO: Y-	1 Kings in the red pack	FR
	2 Kings Menthol	FM
	3 100's	FR
	4 Lights Kings	LR
	5 Lights Kings Menthol	LM
	6 Lights 100's	LR
	7 Lights 100's Menthol	LM
	8 Red Kings 25's	FR
	9 Light Kings 25's	LR
MAX: Z-	1 Regular	FR
	2 Menthol	FM
MERIT: AA-	1 Kings Regular	LR
	2 Kings Menthol	LM
	3 100's Regular	LR
	4 100's Menthol	LM
	5 Ultra Lights Kings Reg	UR
	6 Ultra Lights Kings Men	UM
	7 Ultra Lights 100's Reg	UR
	8 Ultra Lights 100's Men	UM
MONTCLAIR: AB-	1 100's	FR
	2 Lights 100's	LR
	3 Lights 100's Menthol	LM
	4 Kings	FR
MORE: AC-	1 120's Regular	FR
	2 120's Menthol	FM
	3 Lights 100's Regular	LR
	4 Lights 100's Menthol	LM
	5 White Lights 120's Reg	LR
	6 White Lights 120's Men	LM
MULTIFILTER: AD-	1 Regular	LR
	2 Menthol	LM
NEWPORT: AE-	1 Kings	FM
	2 100's	FM
	3 Lights Kings	LM
	4 Lights 100's	LM
	5 Lights Slims 100's	LM
	6 Stripes 100's Reg Non-Men	LR
	7 Stripes 100's Men	LM
	8 Kings 25's	FM
	9 100's 25's	FM
NOW: AF-	1 Kings Regular	UR
	2 Kings Menthol	UM
	3 100's Regular	UR
	4 100's Menthol	UM
OLD GOLD: AG-	1 Filter Kings	FR
	2 100's	FR
	3 Lights Kings	LR
	4 Lights 100's	LR
PALL MALL: AH-	1 Non-Filter	
	2 Filter Kings	FR
	3 100's Regular	FR
	4 Lights 100's Regular	LR
	5 Lights 100's Menthol	LM
	6 Kings 25's	
PARLIAMENT (Lights): AI-	1 Kings	LR
	2 100's	LR
PHILIP MORRIS: AJ-	1 76 Regular	
	2 Commander	
	3 Int. 100's Reg.	FR
	4 Int. 100's Menthol	FM
PLAYERS (Black Pack): AK-	1 Kings Regular	LR
	2 Kings Menthol	LM
	3 100's Regular	LR
	4 100's Menthol	LM
PLAYERS LIGHTS 25's: AL-	1 Kings Regular	LR
	2 Kings Menthol	LM
	3 100's Regular	LR
	4 100's Menthol	LM
PYRAMID: AM-	1 Non-Filter	
	2 Lights Kings	LR
	3 Lights 100's	LR
	4 Lights 100's Menthol	LM
	5 Ultra Lights 100's	UR
	6 Kings	FR
	7 Kings Menthol	FM
	8 100's	FR
	9 100's Menthol	FM

Card D

RALEIGH: AN-	1 Non-Filter	
	2 Filter Kings	FR
	3 100's	FR
	4 Lights Kings	LR
	5 Lights 100's	LR
RALEIGH EXTRA: AO-	1 Kings	FR
	2 Lights Kings	LR
	3 Lights Kings Men	LM
	4 100's	FR
	5 Lights 100's	LR
	6 Lights 100's Men	LM
RICHLAND 20's: AP-	1 Kings Regular	FR
	2 Kings Menthol	FM
	3 120's Regular	FR
	4 120's Menthol	FM
	5 Lights Kings Reg	LR
	6 Lights 100's Reg	LR
RICHLAND 25's: AQ	1 Kings Regular	FR
	2 Kings Menthol	FM
	3 100's Reg	FR
	4 Lights Kings Regular	LR
	5 Lights 100's	LR
RITZ: AR-	1 100's Regular	LR
	2 100's Menthol	LM
SALEM: AS-	1 Kings	FM
	2 100's	FM
	3 Lights Kings	LM
	4 Lights 100's	LM
	5 Slim Lights 100's	LM
	6 Ultra Kings	UM
	7 Ultra 100's	UM
SARATOGA 120's: AT-	1 Regular	LR
	2 Menthol	LM
SATIN: AU-	1 Regular	LR
	2 Menthol	LM
SAVVY: AV-	1 Lights 100's Reg	LR
	2 Lights 100's Men	LM
	3 Ultra Lights 100's Reg	UR
SILVA THINS: AW-	1 Regular	LR
	2 Menthol	LM
STORE BRAND/ PLAIN PACK: AX-	1 Kings Regular	FR
	2 Kings Menthol	FM
	3 100's Regular	FR
	4 100's Menthol	FM
	5 Lights Kings Regular	LR
	6 Lights Kings Menthol	LM
	7 Lights 100's Regular	LR
	8 Lights 100's Menthol	LM
	9 Ultra Lights Kings Reg	UR
	10 Ultra Lights Kings Men	UM
	11 Ultra Lights 100's Reg	UR
	12 Ultra Lights 100's Men	UM
STRIDE: AY-	1 Kings Regular	LR
	2 100's Regular	LR
	3 100's Menthol	LM
TALL 120's: AZ-	1 Regular	FR
	2 Menthol	FM
TAREYTON: BA-	1 Kings	FR
	2 100's	FR
	3 Lights Kings	LR
	4 Lights 100's	LR
TRIUMPH: BB-	1 Kings Regular	UR
	2 Kings Menthol	UM
	3 100's Regular	UR
	4 100's Menthol	UM
TRUE: BC-	1 Kings Regular	UR
	2 Kings Menthol	UM
	3 100's Regular	LR
	4 100's Menthol	LM
VANTAGE: BD-	1 Kings Regular	LR
	2 Kings Menthol	LM
	3 100's Regular	LR
	4 100's Menthol	LM
	5 Ultra Lights Kings Reg	UR
	6 Ultra Lights 100's Reg	UR
VICEROY: BE-	1 Kings	FR
	2 100's	FR
	3 Lights Kings	LR
	4 Lights 100's	LR
VIRGINIA SLIMS: BF	1 Regular	FR
	2 Menthol	FM
	3 Lights Regular	LR
	4 Lights Menthol	LM
	5 Lights 120's Regular	LR
	6 Lights 120's Menthol	LM
	7 Ultra Lights Regular	UR
	8 Ultra Lights Menthol	UM
	9 Superslims 100's	UR
	10 Superslims 100's Men	UM
WINSTON: BG-	1 Kings in the red pack	FR
	2 100's	FR
	3 Lights Kings	LR
	4 Lights 100's	LR
	5 Ultra Lights Kings	UR
	6 Ultra Lights 100's	UR

FR = Full Flavor Non-Menthol
LR = Flavor Low Non-Menthol
UR = Ultra Low Non-Menthol

FM = Full Flavor Menthol
LM = Flavor Low Menthol

2047174907

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000

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CARD E

A. Under $10,000

B. $10,000-$19,999

C. $20,000-29,999

D. $30,000-39,999

E. $40,000-49,999

F. $50,000 or more

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CARD F

A. Black

B. Hispanic

C. Oriental

D. White

#405-1-OA-1090

2047174909

Source: https://www.industrydocuments.ucsf.edu/docs/gkfl0000